

2016 TEEA Winner Pollution Prevention: Dell Inc.

Ed Boyd, Vice President of Design

The design team thinks about the whole lifecycle of a product. The materials that we use, the disassembly at the end of life, how that materials are reclaimed. The days of designing a product that is disposable are gone.

Oliver Campbell, Director of Procurement and Packaging Engineering

How do we bring in materials that are renewable? That's really what we're doing with the circular economy with packaging.

Scott O'Connell, Director of Environmental Affairs and Producer Responsibility

The circular economy is really all about designing out waste across a product lifecycle. We started the partnership with Goodwill Industries here in Texas a little over ten years ago. Now we're up to about two thousand locations around the U.S. Consumers can drop off any brand of used electronics at any participating Goodwill location.

Oliver Campbell, Director of Procurement and Packaging Engineering

And we use basically waste cotton hole material to create the mushroom foam that protects our high value servers. We have our wheat straw packaging where we take wheat straw in China, which was typically burned, and we turn it into paper. The same cost, forty percent less energy and ninety percent less water, and we provide rural jobs. That's how Dell is changing the face of packaging.

Ed Boyd, Vice President of Design

You know, we want to provide products that people love and we want to do that in the most responsible way possible. It's good for business and it's good for the environment so we're seeing a win, win situation play out in front of us.

Scott O'Connell, Director of Environmental Affairs and Producer Responsibility

Being the first in the industry to do this is a key milestone for Dell but also sets a benchmark for the overall industry that we think we're going to see other companies adopt in the future.