

Athena - GET with the green programme

Italian high-performance parts specialist Athena (Alonte, VI, Italy) has renewed its packaging for its GET brand parts - maximising the eco-friendly qualities of the materials and processes used.

GET is well known worldwide for its innovative racing ECUs, data loggers, smart and power tools for motorbikes. The new packaging being used is the latest in an ongoing sequence of initiatives and changes that Athena is making to its business procedures to make it more environmentally responsible and to comply with current environmental regulations.

The regulations require a labelling that clearly identifies the materials of the packaging to facilitate proper disposal. Space optimisation, plastics reduction and new dedicated graphics are the main features of the new GET packaging.

All the boxes have been designed to optimise the shipments and their internal compartments have been revised to better protect the products and the accessories.

In addition to the new GET packaging, Athena has also presented new



product manuals that have been revised in terms of both graphics and contents, with all the additional information necessary for the correct installation and use of the product. In addition, Athena has updated the manuals to reduce paper consumption. The GET packaging will only contain the main manuals in their

traditional printed form, leaving space for a new, dedicated online landing page for additional specific information about the use and the installation of the materials.

End users will be able to easily access the additional materials by scanning a QR code on the packaging.

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