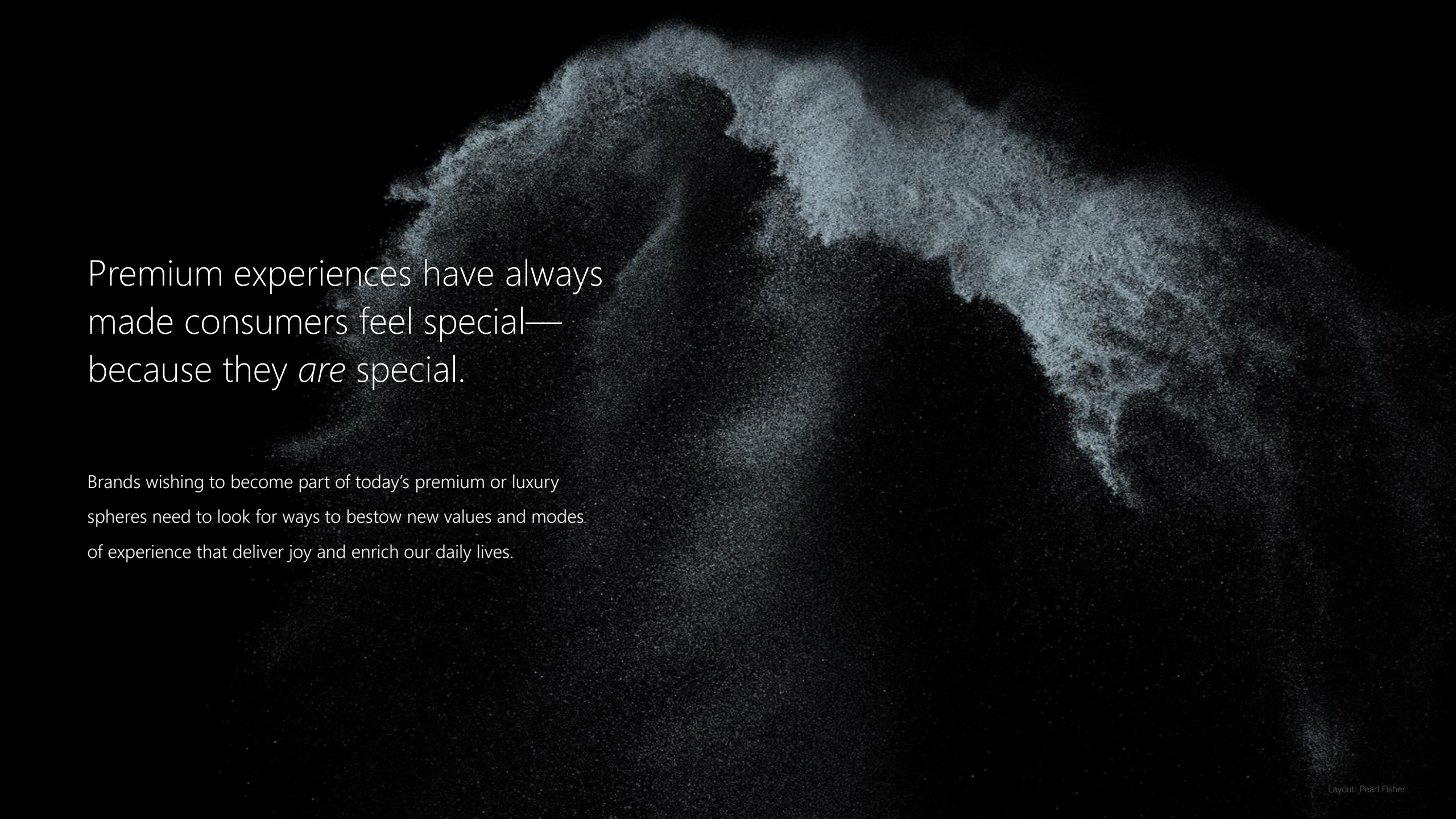




Inclusive and Sustainable packaging: The new premium

American Packaging Summit
Microsoft Packaging and Content
May 2025



Premium experiences have always
made consumers feel special—
because they *are* special.

Brands wishing to become part of today's premium or luxury
spheres need to look for ways to bestow new values and modes
of experience that deliver joy and enrich our daily lives.

Transcendence over opulence.
Open over exclusive.
Responsible over artificial.

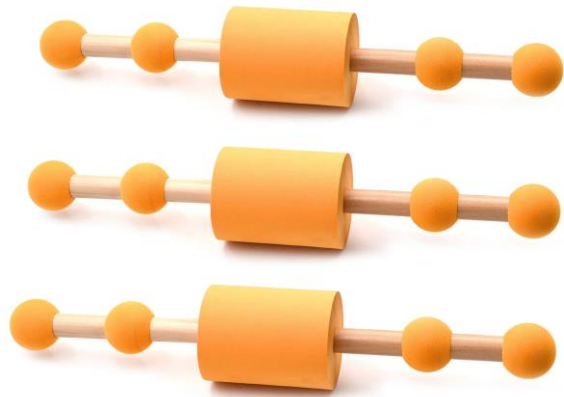
Needs versus desires exist in sharper contrast to each other.
Having more than you need is no longer considered aspirational.
Investing in what you love and value has come into vogue.
A sense of indulgence and lightness should coexist.



Mode shift:
The new premium







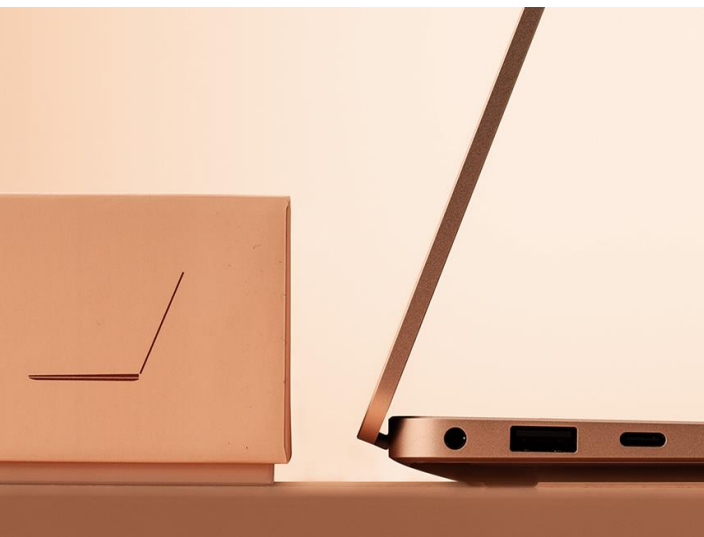
The Kind Mind



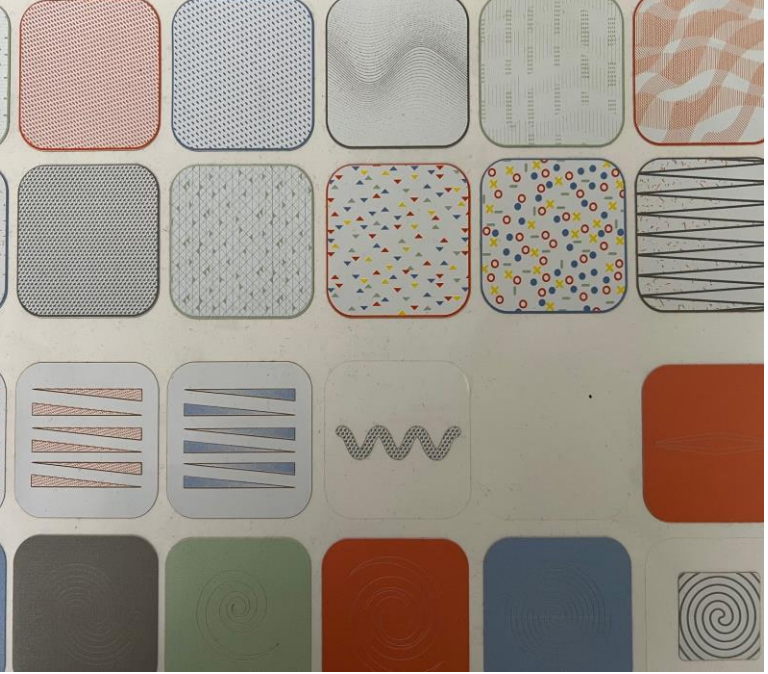
Tilt Beauty



Sony Access Controller







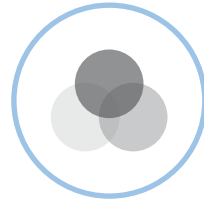
2015

Goals and opportunities



Establish

A foundation on which to build and learn.



Unify

Our approach, ethics, and elements.



Elevate

The expectations, experiences, and execution.

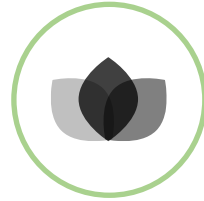


Celebrate

The device, our progress, and our customers.

2019

Mission and values



Sustainability

Use less. Do more good than harm.



Inclusion

Design for every person on the planet.



Change for good

Make our packaging part of something bigger.



Be human

Be uniquely Microsoft. Have a voice.

2022

Point of purpose



Planet

Use less, build better, be bold.



People

Design for people, be of service.

Microsoft's Ocean Plastic Mouse

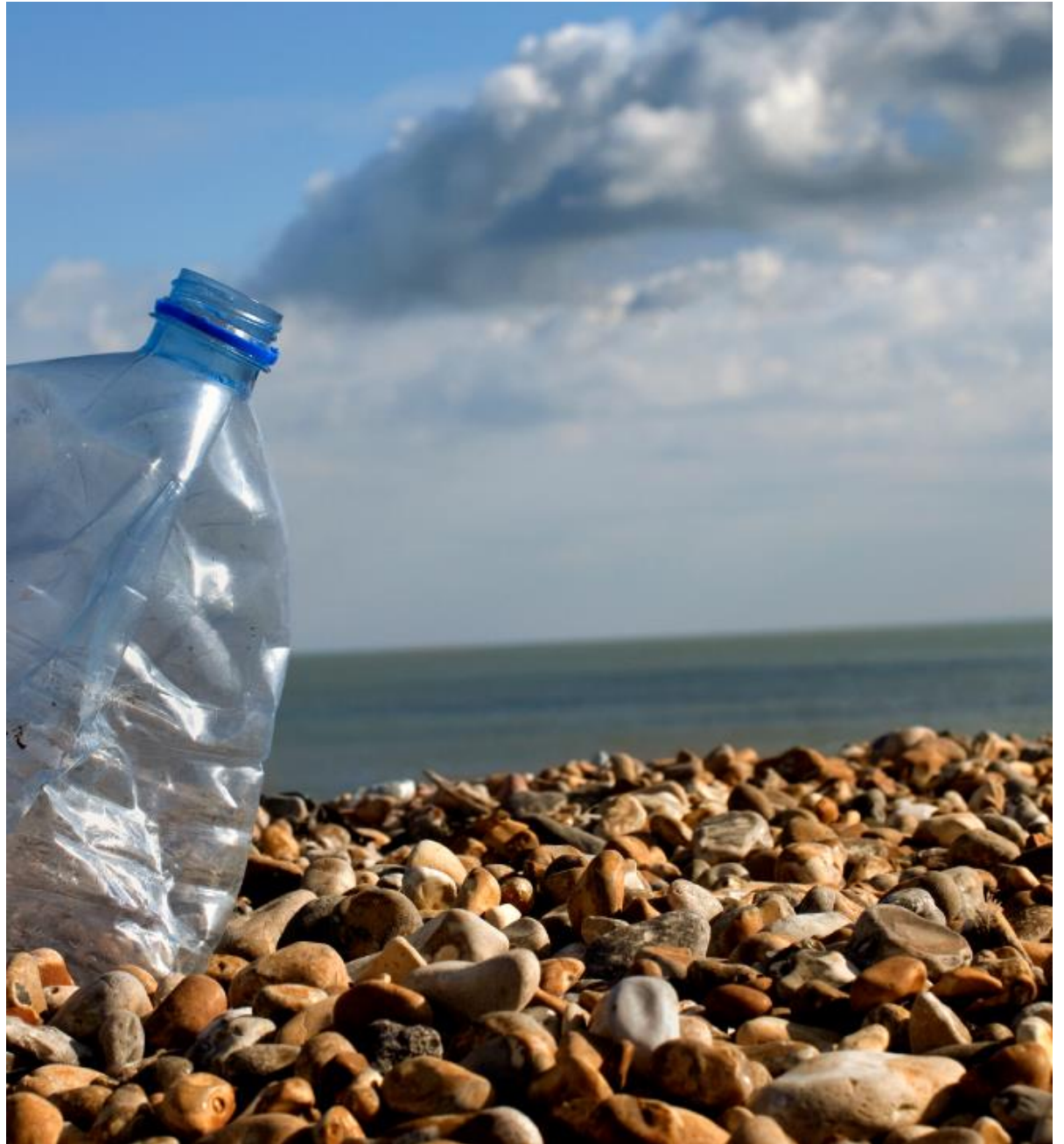


Creating Accessible Packaging: An Inclusive Design Guide

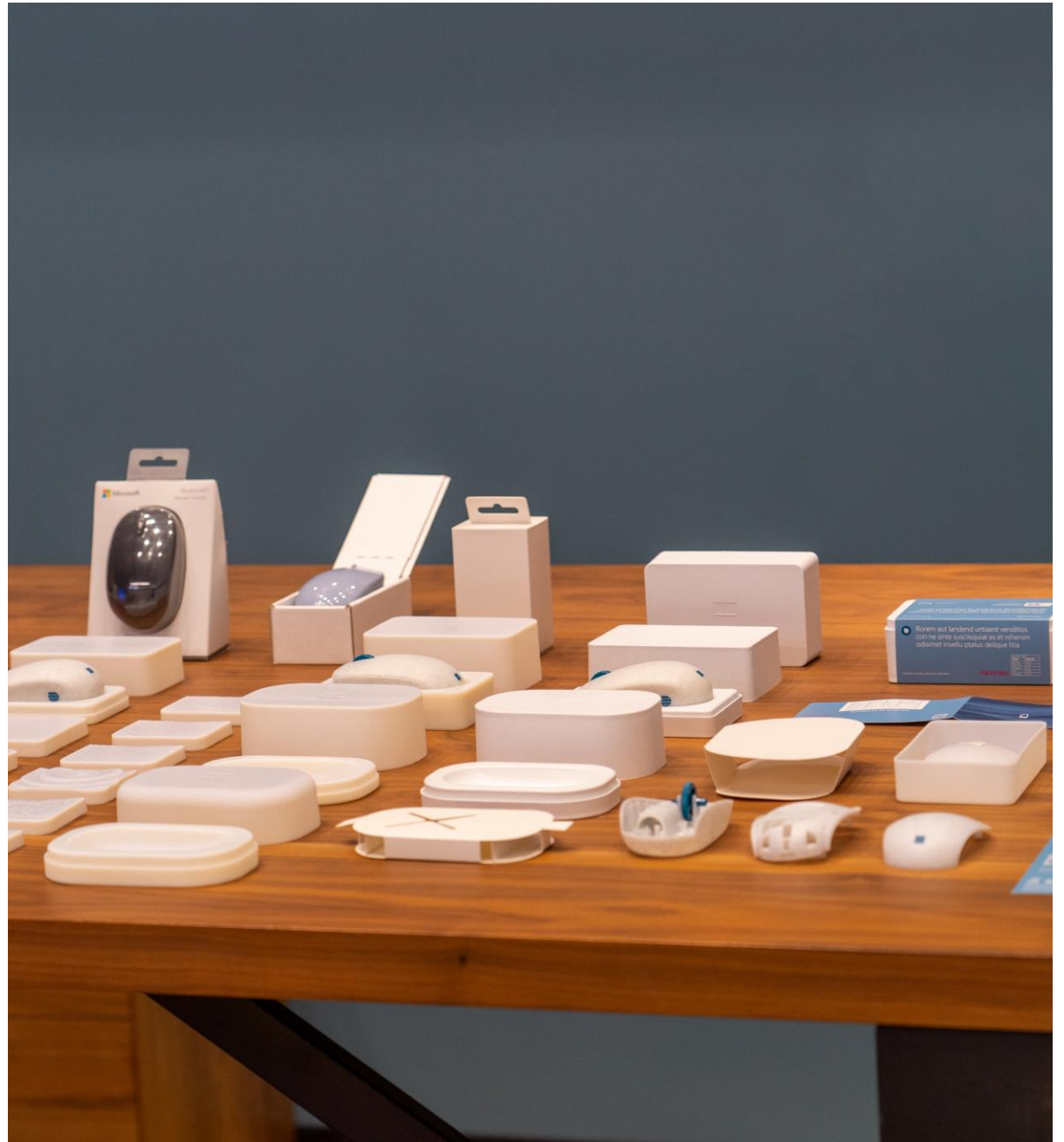


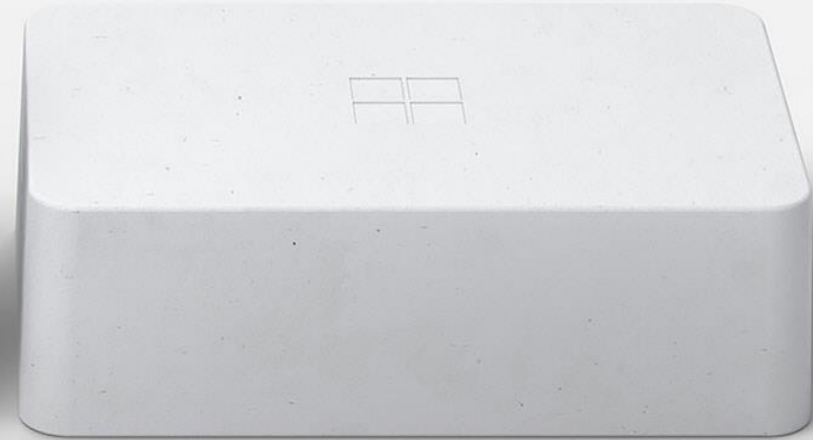
**Creating
Accessible
Packaging** **An Inclusive
Design Guide**

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Creating Accessible Packaging: An Inclusive Design Guide





Disability



Personal health
condition

Disability



Mismatched human
interactions



Permanent 26K



Temporary 13M



Situational 8M

Total: 21M+

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent



Family



Friends



Strangers



Building an Inclusive Foundation

Principles & Guidelines

Leverage principles, guidelines & learnings (ours and others)

Partnerships

Engage with the community (internal and external)

Inclusive Processes

Integrate inclusive sprints

Portfolio Expansion

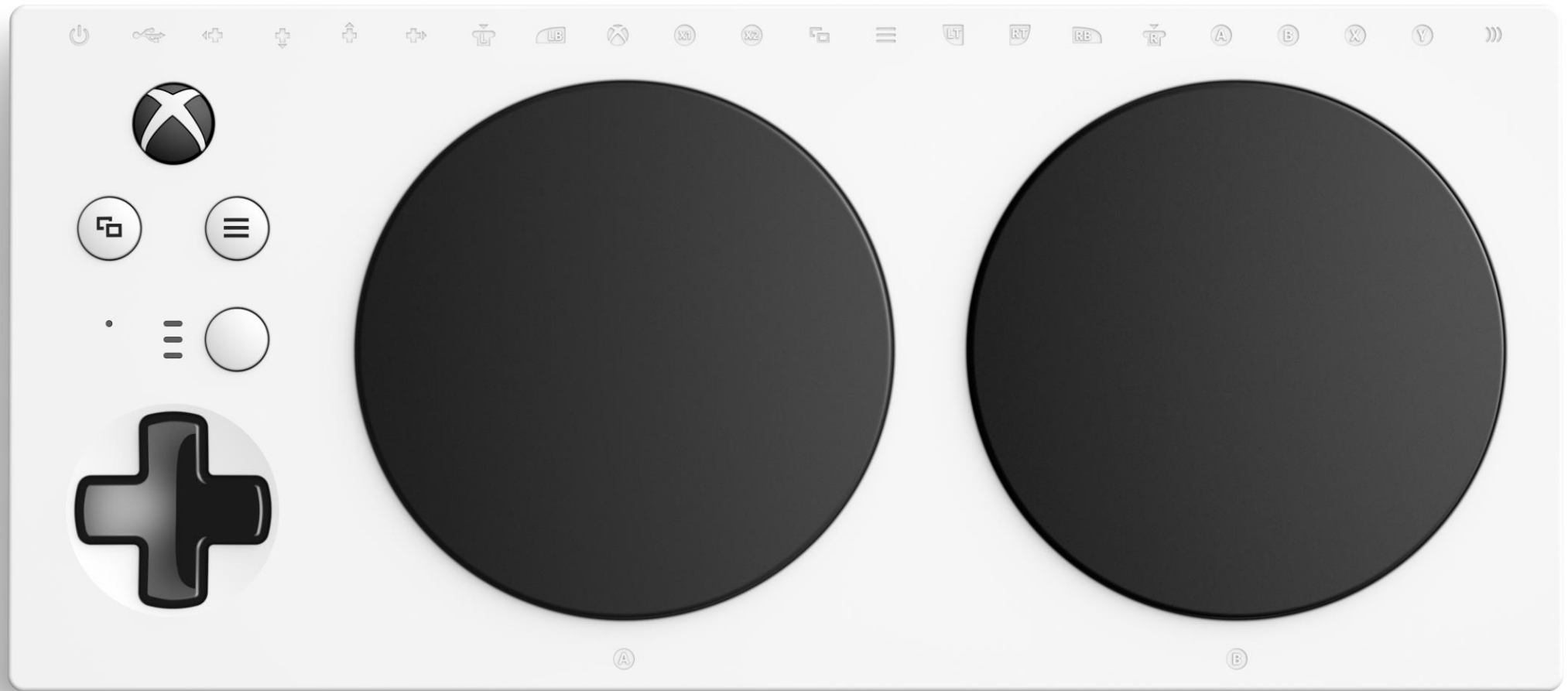
Evolve accessible experiences, elements, attributes

Metrics

Measure to improve

Open Source

It's the right thing to do



Reinvention: Packaging Success

Principles: Inclusive Design Principles

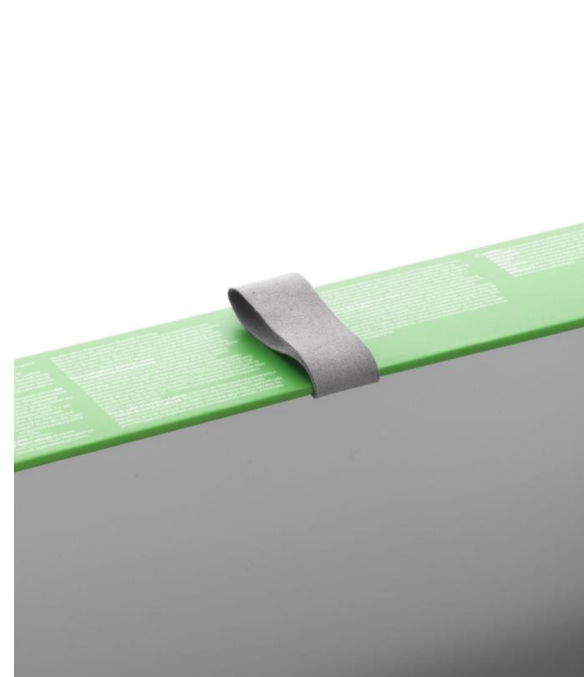
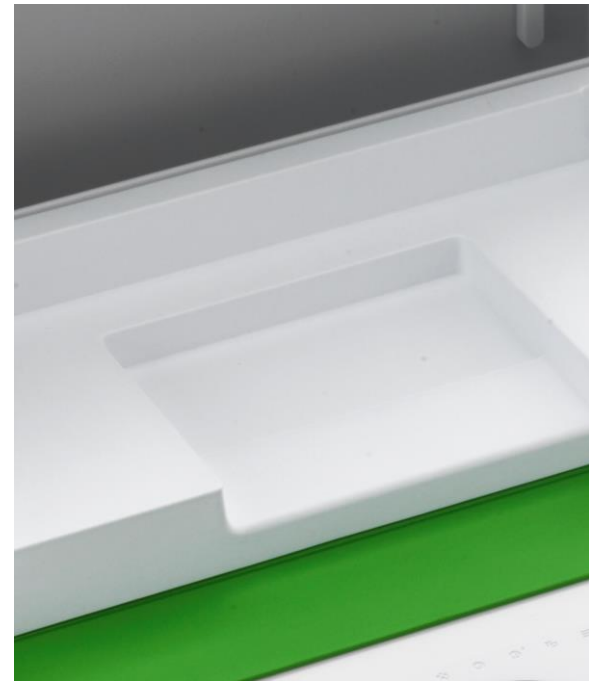
- Ex. "Nothing about us without us."

Processes: Inclusive Design Sprints

- Reevaluate schedule, milestones, iterative workstreams

Partnership: Community involvement

- First-person feedback from community
- Internal design research teams



When everybody plays, we all win.



"It's like you see me.

Who thinks about me when they make a box? Oh my God, Xbox. Thank you. Thank you, thank you, thank you."

- Humphrey, No Hands, No Excuses, NZ



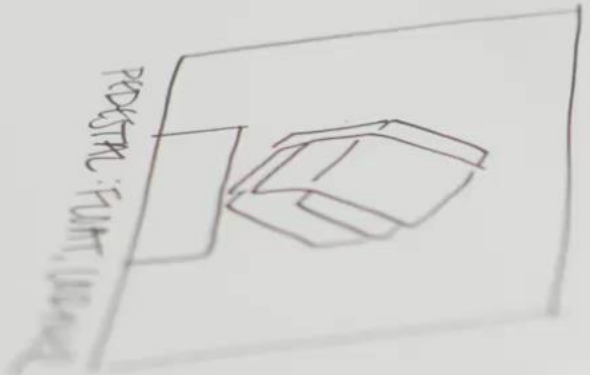


Creating Accessible Packaging

An Inclusive Design Guide

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PROSTKA: FAMILY: 0

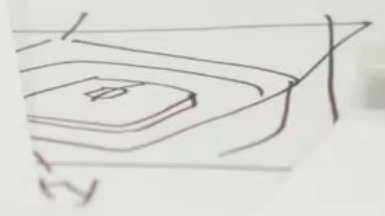


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Accessible packaging elements

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Braille

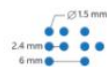
Braille on packaging can play a crucial role in making products more accessible as it allows visually impaired customers to identify products and access important information.

In the past, we've used braille to label QR codes on some of our PC Accessory and Adaptive Accessory packaging. Even for blind and low-vision customers who don't read braille, the raised dots provide a tactile signal that there's information worth exploring in the area.

To be open, you won't find braille on all of our packaging. We are still exploring the most effective ways to make use of this tool.

Braille size

The size of the braille should not change per package.



Dot diameter

.06" (1.5mm)
Target base diameter



Character distance

.25" (6mm)
Measured from center to center of corresponding dots in adjacent cells



Dot distance

.09" (2.4mm)
Measured from dot centers, vertically and horizontally



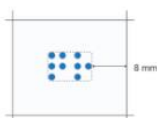
Target braille height

Maximum height is recommended, dependent on substrate and processes



Braille placement

Braille should be minimum 8mm away from edge or crease



Braille orientation

Using the box orientation, braille should always read left to right



Outer box seals

Helpful hints

Ease of discoverability of an outer box seal is key to ease of use. Don't hide it, celebrate it.

Include graphic arrows and tactile elements as wayfinding cues to assist customers in locating and activating outer box labels or shipper tape.

Provide leverage points for seal removal, such as a protruding pull tab.

Don't apply adhesives on components that don't need them.



Accessible packaging checklist

For people with low vision:

- Text has a contrast ratio of at least 3:1*
- Graphics have a contrast ratio of at least 3:1*

For people with low vision or color blindness:

- Color is not the sole means of communicating information*

For people with low or no vision:

- Packaging provides tactile (non-visual) wayfinding
- Braille is used to provide key information (See the *Braille* section above.)

For people with learning disabilities:

- Content uses common, everyday language understandable to non-technical users*

For people with limited mobility or strength:

- Opening the package does not require force of operation more than 3lbs (1.36kgs)
- Packaging can be opened with only one hand
- Packaging can be opened without ability to pinch
- Packaging can be opened without ability to twist the wrist
- Packaging can be opened without the ability to grasp with the hand
- Packaging includes instructions for accessing instructions digitally, e.g. online or in an app
- Packaging contains a single, clear point of entry
- Packaging provides multiple access points to the product
- If opening the box requires multiple actions, the actions can be performed sequentially (one at a time)
- Heavy boxes (over 5.0) pounds allow grasping with two hands
- The width of the graspable area does not exceed 3"
- Packaging does not require the use of a tool to open
- For tear strips and BTS labels, a portion of the pull tab is free for grasping
- Pull tabs have friction surface to make them easier to pull

Where to begin

As mentioned, accessibility is a journey. But like any meaningful journey, being able to assess where you are on the path is not only helpful but can bring strategic focus to your efforts.

To this end, Microsoft developed our *Accessibility Evolution Model*.*

This model allows us to assess and track progress over time. Most importantly, it allows us to manage accessibility like a business with strategies, targets, and measurements.

The model is broken into five levels.



* Our model is based on the study of existing best practices in maturity models, including the Carnegie Mellon Capability Model and the Level Access Digital Accessibility Maturity Model.



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3 Things you can
do right now.

Engage with the
Community

Set a Goal

Progress over
Perfection



Change can be powerful.

We have the opportunity to responsibly define what comes next.

For the planet.

For people.

And for ourselves.

