



Amazon Kindle Display

Sustainable in-store display design for retail environments

CLIENT

Amazon

SECTOR

Retail / Point of Sale

APPLICATION

In-store POS display for Kindle

SERVICES

Product dev · Materials · Tooling ·
Moulding

The Challenge

Amazon needed a POS display that presented Kindle promotional ticketing clearly beneath a lens, offered the durability and stability demanded of a busy retail environment, and maintained a premium finish — while reducing reliance on virgin plastic and lowering the carbon footprint of the product.

Our Solution

OTP co-developed a two-component display with Amazon, engineered to meet brand, functional and sustainability requirements in equal measure.

Base — recycled PP + 30% limestone. Greater strength and durability, added weight for in-store stability, reduced virgin plastic use and lower associated CO₂ emissions.

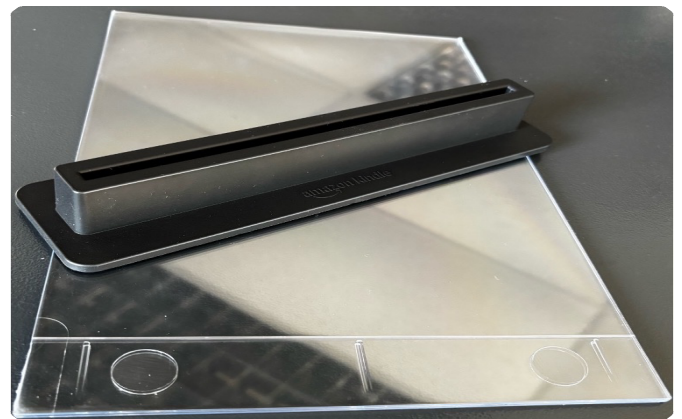
Lens — bio-based SAN. Crystal-clear appearance with strong scratch resistance and durability, and lower dependence on fossil-based feedstocks.

Design & Manufacture

- 1 Co-development** — Product design developed in partnership with Amazon.
- 2 Custom Tooling** — Precision tooling designed for material efficiency.
- 3 Optimised Moulding** — Reduced energy usage and lower cycle times.
- 4 Waste Reduction** — Minimised waste throughout production at scale.

58% less CO₂

per unit — 186.62g CO₂ saved per product



Recycled PP + limestone base with clear bio-based SAN lens

Sustainability Impact

Thoughtful material and process choices cut emissions by 58% per unit, with 186.62g of CO₂ saved per product through recycled PP + limestone — and a further 10–20% reduction potential from bio-based SAN. Recycled content reduced virgin plastic consumption and diverted waste from landfill.

The Result

- ✓ Premium, durable POS display at retail standard
- ✓ Clear presentation of Kindle promotional ticketing
- ✓ Reduced virgin plastic consumption
- ✓ Waste diverted from landfill
- ✓ 58% lower carbon footprint per unit

Why It Matters

This project shows how OTP helps major brands turn sustainability ambitions into practical, manufacturable solutions. By combining innovative material choices with efficient tooling and moulding, OTP delivered a display that supports Amazon's sustainability goals and sets a scalable precedent for future POS design — eco-conscious materials with high-end quality and measurable carbon savings.