

The graphic design converts the carton into a fun coloring page



GPI's 18 pt Coated Recycled Board (CRB)



## Kraft Heinz creates an engaging Crayola “Color Your Own” on-package activity for kids to improve the consumer’s experience and promote the brand

Graphic Packaging’s 18 pt Coated Recycled Board (CRB) is the ideal substrate for coloring with Crayola crayons.

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### Innovation Highlight: Elevated Experience | Operational Efficiency

#### Solutions



- **Cost neutral enhancement opportunity** featuring a largely unprinted white surface and heavy black line illustrations, printed on high quality paperboard, to engage consumers and create brand loyalty.
- **Shelf differentiation** is created by the design’s stark contrast to other products, turning the carton into a unique “Color Your Own” coloring book page that stands out strongly on the retail shelf.
- **Effective consumer engagement** is established because this traditional form of interactivity on the package appeals to parents and kids alike, and does not require any specialized technology or equipment. It also encourages parents to share their kids’ creations on social media.

#### Results



- Graphic Packaging’s 18 pt Coated Recycled Board **(CRB) is the perfect coloring surface** for using Crayola crayons.
- The graphic design **drives excitement** with a creative on-package coloring activity to engage kids and **creates a positive brand experience.**