

MicroFlex-Q™  
susceptor technology



Customized cartons  
featuring each flavor

Tear-away lid converts into  
elevated cooking tray



### Connie's® Single Serve Pizza from Palermo Villa Delivers Oven-Like Results in the Microwave

Palermo Villa Inc. has made quality pizzas for more than 50 years. Since its founders immigrated to Milwaukee in the 1950's and opened a bakery featuring authentic Italian recipes, the company has grown into a leading name in the frozen pizza industry. Palermo Villa now offers an innovative family of brands including Connie's® single serve pizzas.

## Case Study: Convenience | Elevated Experience

### Challenge



- **Design**  
Provide cooking capabilities in a single serve pizza carton without additional packaging
- **Performance**  
Achieve oven-like crispiness with microwave technology
- **Sustainability**  
Develop a carton solution using sustainable material, fiber

### Solutions



- **Folding Functionality**  
Tear-away lid folds back to transform the carton into an elevated cooking tray
- **MicroFlex-Q™ susceptor technology**  
A flexible susceptor patch focuses microwave energy to deliver consistent crisping action
- **18pt SBS Paperboard**  
Manufactured on virgin solid bleached sulfate (SBS) paperboard with a susceptor patch of metalized polyester (MET PET) lamination film to paper

### Results



- Elevated carton allows airflow under the pizza while cooking to deliver delicious results
- Innovative carton and patch susceptor packaging delivers superior cook performance with oven-like results out of the microwave
- Package is recyclable according to the FTC published Green Guides. This solution is designed with both functionality and the future of the planet in mind.

## Challenge

Continuing to develop its innovative portfolio of frozen pizza products, Palermo Villa Inc. introduced a single serve size of its popular Connie's Pizza brand. Although this product cooks better when elevated, the company didn't want to add a secondary cooking tray inside the carton. Committed to delicious results, Palermo asked Graphic Packaging International to design a convenient carton that incorporates microwave technology to provide customers with simple preparation of the new single serve variety.

## Solution

Graphic Packaging designed a convenient packaging solution for Connie's Pizza, with innovative cooking capabilities baked right into the carton. Manufactured from sustainable SBS paperboard, the custom carton transforms into a tray creating a simple cooking solution that uses proprietary microwave technology.



The tear-away lid folds back to create an elevated cooking tray—eliminating the need for secondary packaging. The inside of the lid has a built in MicroFlex-Q™ susceptor packaging film. The patterned susceptor lamination focuses microwave heating right where it's needed to brown and crisp food perfectly in the microwave.

## Results

The elevated carton design allows even airflow under the pizza during cooking and susceptor technology focuses microwave energy to deliver consistently crisp results every time. The convenient carton enables consumers to easily cook a single serve pizza portion in the microwave while enjoying delicious oven-like results.

By utilizing a sustainable packaging solution made from Graphic Packaging's 18pt SBS paperboard, Palermo Villa ensures that consumers can easily recycle the cartons from Connie's Pizza products. Consumers understand that paperboard is a highly recyclable packaging material, as evidenced by the 66 percent recycling rate of paper and paperboard in the U.S. today.\*

\*Source: American Forest & Paper Association—2020

