

MicroFlex-Q™
Handheld Wrap with
susceptor lamination



Recyclable fiber carton
with full-color graphics


Easy-open, self-venting
packaging sleeve



Pokshin Plant-Based Gourmet Pockets combine deliciousness with convenience

Jaback Group owns and operates a portfolio of innovative brands comprised of consumer goods, natural products, fashion, and entertainment. The group recently launched the brand Pokshin, which offers a convenient selection of plant-based frozen gourmet sandwiches. Jaback Group partnered with Graphic Packaging International (Graphic Packaging) for a packaging solution that provides superior cooking performance and brand differentiation in the frozen food aisle.


Case Study: Convenience | Elevated Experience

Challenge 

- **Performance**
Provide convenient cooking capabilities in an innovative packaging sleeve
- **Design**
Differentiate Pokshin's plant-based pockets from frozen food competitors
- **Sustainability**
Develop a recyclable packaging solution for sustainability-focused consumers

Solutions 

- **MicroFlex-Q™ Handheld Wrap**
Flexible susceptor packaging film creates a perfect crisp on the gluten-free dough in the microwave
- **Bold Brand Identity**
Full-color graphics showcase Pokshin's product with vivid colors that match Jaback's brand vision
- **Recyclable Paperboard**
Cartons manufactured with Solid Unbleached Sulfate (SUS™) provide a recyclable packaging solution made from a renewable resource, trees

Results 

- Susceptor lamination with self-venting features allow for simple meal prep and delicious results right from the microwave
- Detailed graphics deliver visual impact against the carton's dark background to set Pokshin apart in the frozen food aisle
- A package made from recyclable fiber designed for both functionality and the future of the planet

Challenge

As consumer interest in plant-based protein has skyrocketed, with global meat substitutes set to surpass \$23 billion by 2024¹, Jaback Group saw an opportunity to expand its portfolio of frozen plant-based products. The company created Pokshin, a handheld sandwich pocket made with 100 percent plant-based, gluten-free, dairy-free, soy-free, non-GMO ingredients.

The new product faced the notable challenge of replicating the oven-baked texture of glutinous dough in a gluten-free alternative. Additionally, the group wanted a solution that would not require consumers to use a plate or paper towel during cooking. Jaback Group asked Graphic Packaging to design a microwaveable packaging solution, different from a basic sleeve, that delivered simple prep and crispy results.



Solution

Graphic Packaging's MicroFlex-Q™ Handheld Wrap offers a convenient cooking solution for Pokshin consumers. The pouches are produced on 25-lb. paper laminated to 48ga susceptor heat-sealable MPET, with an innovative susceptor pattern that focuses microwave heat to perfectly crisp the gluten-free dough.

Graphic Packaging worked closely with Jaback Group to design packaging for the Pokshin launch, identifying colors and graphics that matched the brand's vision. The five-color carton is made from Graphic Packaging's AquaKote™ Paperboard, a recyclable material made from renewable resources, trees, with excellent printability for high-impact visuals.

Results

From the packaging to the product, Pokshin provides consumers with a convenient plant-based experience. The pouch inside the carton can be placed directly into the microwave with one end of the sleeve opened to allow venting. The use of MicroFlex-Q™ packaging with susceptor lamination delivers maximum cooking impact so that consumers can enjoy crispy handheld pockets right out of the microwave.

"Our top priority is giving consumers a plant-based experience that's simple and delicious," says Michael Sam, vice president of Jaback Group. "The innovative solutions from Graphic Packaging help set Pokshin apart by providing convenience without sacrificing flavor."

By selecting a sustainable packaging solution from Graphic Packaging, Jaback Group ensures that consumers can easily recycle the cartons from Pokshin products. Consumers recognize 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.²

¹ The plant-based meat industry has grown into a \$20 billion business — but challenges remain, CNBC, 2020.

² Recycling, American Forest & Paper Association (AF&PA).