

Maximum surface area for branding

Fully recyclable paperboard construction



Visible cans for improved customer confidence



Butcher's Pet Care Eliminates Plastic Waste by Switching to Recyclable Paperboard Multipack Packaging

Butcher's Pet Care (Butcher's) is a family-owned business specializing in manufacturing food for dogs and cats made with natural ingredients, in the United Kingdom. As part of its sustainability journey, the company committed to eliminating plastic shrink wrap from its multipacks of canned pet food and turned to Graphic Packaging International (Graphic Packaging) to guide them through the process. The recyclable portfolio of fiber-based packaging that was developed resulted in Butcher's eliminating 564 tonnes of plastic shrink wrap waste between 2018 and 2022.¹

Summary: Sustainability | Elevated Experience | Operational Efficiency

Challenge



- Sustainability**
 Replace plastic shrink wrap on canned pet food multipacks with a sustainable, recyclable alternative.
- Consumer Appeal**
 The new packaging must offer enhanced opportunities for branding to create on-shelf impact.
- Performance**
 The new packaging format needs to perform through the supply chain.

Solutions



- Paperboard Carton**
 Designed new paperboard packaging made from renewable plant-based fiber from sustainable sources.
- Visible Cans/Increased Graphic Design Surface Area**
 Designed packaging to showcase familiar cans and create more opportunities for branding and messaging.
- Integrated Machinery Solution**
 The TwinStack™ machinery solution can run the full range of packs developed for Butcher's, including the 'twin layer' concept.

Results



- Reduced Waste**
 By removing plastic shrink wrap from its multipacks, Butcher's reduced its plastic waste by 564 tonnes over four years.
- Consumer Convenience**
 The pack included an integrated handle and a tear-away panel for easy opening, increasing convenience for the consumer.
- Operational Efficiency**
 The integrated machinery solution offers operational efficiency, and the packs performed well through the supply chain.

1. <https://butchersdogfood.co.uk/planet-friendly/>

Challenge

As part of its overarching sustainability plan, Butcher's sought to change its packaging from plastic shrink wrap to a recyclable, fiber-based solution and turned to Graphic Packaging to help them accomplish this goal. Besides increasing the company's sustainability profile, Butcher's also wanted to develop a packaging solution that increased the potential for branding and messaging, creating on-shelf impact while allowing consumers to still have visibility of the cans inside. The company knew the solution had to perform as well as the previous multipack format through the supply chain.

Solution

Graphic Packaging developed a range of fully enclosed cartons that are recyclable and made from renewable plant-based fibers from sustainable sources.

The range offered enhanced consumer convenience through features such as integrated handles and tear-off panels to create apertures for easy access to the cans inside.

The TwinStack integrated machinery solution delivered efficiency and flexibility to accommodate the full range of options and the 'twin layer' concept.

Results

By implementing recyclable, fiber-based packaging, Butcher's has eliminated 564 tonnes of plastic shrink wrap between 2018 and 2022. The company knows that reducing plastic packaging waste is a key concern for its consumers. In moving to paperboard packaging, Butcher's has made it easier for buyers to move away from plastic and make more responsible choices. The packaging conveys a premium brand image thanks to the excellent billboarding space and high-quality graphics and offers new opportunities to promote the plastic-free and recyclable nature of the primary and secondary packaging.

