

Auto-bottom full overlap seal-end top with zipper opening


30pt SUS™ for stackable strength




Fat Snax Launches its Sustainability Focused Multipack Crackers Package at Club Stores!

Recognizing system savings in freight costs, warehousing space and palletization requirements, Fat Snax moves quickly to commercialize with Graphic Packaging International’s (Graphic Packaging) fiber-based, sustainable solution.


Case Study: Sustainability | Operational Efficiency

Challenge 

- **Design**
Engineer a solid fiber paperboard solution that allows self-palletization and is strong enough to withstand club chain distribution
- **Corrugate Replacement**
Reduce overall fiber usage without compromising package stacking strength
- **Brand Differentiation**
Create distinction in club stores as a brand focused on sustainability

Solutions 

- **Auto-Bottom Full Overlap Seal-End Top with Zipper and Tab Reclose**
Graphic Packaging offered an auto-bottom full seal-end top solution for easy hand-packing without disruption to Fat Snax’s operational efficiencies
- **30pt SUS™**
Solid fiber paperboard packaging is made from renewable resources and is recyclable*
- **Brilliant White Print Surface**
Solid fiber strength solutions provide excellent printability compared to traditional fluted board

Results 

- The new design was created and tested in Graphic Packaging’s lab to ensure it would pass rigorous club distribution requirements
- Solid fiber paperboard packaging supports sustainability initiatives by reducing overall fiber usage while maintaining package stability and strength through distribution and sales
- Eye-catching graphics reproduced on white print surfaces differentiate the brand

Challenge

After relaunching into retail, Fat Snax wanted to continue expanding store presence with their brand. Fat Snax and Graphic Packaging collaborated to create a solid fiber carton for a 3-pack of crackers for Club Stores. The decision was made to launch in a solid fiber carton to minimize the overall fiber usage of the package and support sustainability initiatives. Fat Snax wanted a self-palletizing carton that would protect their product from start to finish.

Solution

Fat Snax and Graphic Packaging combined knowledge to create a solid fiber solution that met all the requirements to commercialize club distribution. The new carton is an auto-bottom full overlap seal-end top with the added convenience of a zipper and tab reclose feature. On 30pt SUS, this carton can self-palletize and withstand the rigors of shipping distribution in good condition for sales.

Results

The Fat Snax Cheddar Cracker club pack reduced fiber usage without compromising the strength or performance required by club distribution. Fat Snax was directly able to increase its carton count on outbound shipments with this smaller, more compact carton. Subsequently, the increase in filled cartons per pallet resulted in more products delivered to retailers. This solid fiber packaging also helps support Fat Snax's sustainability initiatives.

The use of Graphic Packaging's 30pt SUS paperboard emphasizes Fat Snax's commitment to sustainability. Consumers understand that paperboard is a highly sustainable packaging material, as evidenced by the 66 percent recycling rate of paper and paperboard in the US today.* The choice of recyclable paperboard provides a sustainable option to consumers.

*Source: American Forest & Paper Association - 2020





Heavy 30pt caliper SUS creates strong, uncrushable corners designed for self-palletization and to withstand club chain distribution



Easy-open zipper with tab reclose feature offers convenience

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