

Hinged lid, friction close and pull-down front section for easy access



Sustainable paperboard packaging reflects the brand's natural ethos



Graphic Packaging Partners With Start-up Mergulo to Create Sustainable Packaging for Premium, Plant-based Butter Alternative

Mergulo delivers innovative sustainable paperboard packaging that is fit-for-purpose and reflects the brand's natural philosophy

Innovation Highlight: Sustainability | Elevated Experience

Solutions

- **Innovative Design** developed with many features, such as a hinged lid, friction closure and pull-down front section to allow for easy access to the contents.
- **Grease-resistant board** to prevent wicking and staining due to the product's high-fat content. This was important not only to protect and preserve the product, but also to elevate Mergulo's status as a trusted brand.
- **Premium & sustainable packaging:** the grease-resistant board is free from standard plastic layers, and the one-piece construction has been designed to optimize the sheet and reduce waste. In addition, the packaging is widely recyclable according to On-Pack Recycling Label (OPRL) guidelines.

Results

- Effective collaboration and extensive testing ensured the development of an **innovative paperboard solution that is fit-for-purpose.**
- **Brand differentiation** with reduced plastic content versus standard butter packaging
- The package reflects the Mergulo brand's environmental mission to **reduce plastic content while establishing a natural and premium look.**