

## Case Study



Paperboard tray made from renewable plant-based fiber from sustainable sources

Hermetic seal to preserve shelf life

Internal and external high impact graphics potential



### New Seasons Market Reduces Plastic Use in Fresh Pasta Packaging by 91% by Switching to Sustainable PaperSeal™ Tray

New Seasons Market is a chain of privately owned grocery stores operating in Portland, Oregon, southwestern Washington, and northern California. The chain of 19 stores is focused on taking care of people and the planet. Through its private label Partner Brand, the chain works with hundreds of regional producers to supply fresh food directly to customers. 80 percent of these products are made within 500 miles of Portland. As part of its local focus, New Seasons Market is committed to improving its environmental impact by reducing single-use plastic packaging and minimizing food waste. New Seasons Market is the first grocery store in the world to achieve B Corporation certification.

## Case Study overview: Sustainability | Convenience | Elevated Experience

### Challenge

- **Sustainability**  
Reduce single-use plastic by replacing non-recyclable clamshell containers.
- **Performance**  
Maintain freshness and product shelf life to minimize food waste.
- **Design**  
Create branding opportunities without requiring additional packaging sleeve.

### Solutions

- **Paperboard Tray**  
Paperboard tray made from renewable plant-based fiber with a liner that can be easily separated to allow easy recycling.
- **Hermetic Seal**  
The continuous sealing flange maintains excellent hermetic seal integrity of the MAP tray to maintain shelf life.
- **360 Degree Print Potential**  
Paperboard tray offers high impact branding potential on both the internal and external surface.

### Results

- **91 Percent Less Plastic**  
Recyclable paperboard tray uses significantly less plastic than similar packaging.
- **Maintains Shelf Life**  
Hermetically sealed paperboard tray provides equivalent shelf life to traditional trays.
- **Product Differentiation**  
High-quality graphics allow products to tell a brand story from the retail shelves to the kitchen.

## Challenge

As part of its commitment to reducing single-use plastic packaging, New Seasons Market collaborated with Graphic Packaging International to replace the plastic clamshell containers used for its Partner Brand Fresh Pasta. Since the previous packaging could not be recycled curbside in Oregon, many customers had concerns about buying the product. Additionally, some customers expressed interest in an alternative.

While sustainability was a top concern, the new pasta packaging also had to meet the performance demands of existing tray designs to keep the pasta fresh as long as possible. Additionally, New Seasons Market wanted to illustrate its commitment to local partners and the planet with customized branding on the package.



## Solution

New Seasons Market worked with Graphic Packaging to transition its Partner Brand Fresh Pasta from plastic clamshell containers to recyclable PaperSeal™ trays. The patented, barrier-lined paperboard tray is made from renewable plant-based fiber from sustainable sources, with the addition of a liner. The tray and liner can be easily separated to promote easy recycling of the paperboard tray by the consumer. The tray features a reinforced, continuous flange to ensure a perfect Modified Atmosphere Packaging (MAP) hermetic seal—keeping food fresh with minimizing food waste.

In addition to structural protection, the paperboard construction offers 360 degrees of marketing real estate where New Seasons Market can merchandise its locally focused pasta brand story through hand-drawn illustrations and sustainability messaging.

## Results

The innovative PaperSeal™ tray uses 91 percent less plastic than the previous containers, helping New Seasons Market eliminate nearly 200,000 clamshells from landfill annually. The hermetically sealed packaging keeps pasta fresh and maintains shelf life—moving the grocer closer to its goal of reducing food waste by 50% by 2030.

Meanwhile, the PaperSeal™ packaging maximizes the grocer's brand real estate by providing plenty of space for high-quality customized graphics to promote the fresh products inside, along with detailed recycling instructions. Both the film top seal and the liner can be easily removed to improve the recyclability of the paperboard tray.

Within a month of transitioning to the sustainable PaperSeal™ packaging, New Seasons Market saw double-digit growth in sales of its Partner Brand Fresh Pasta—proving that customers approve of the change. New Seasons Market is leading the way in environmental stewardship and sustainability by significantly reducing potential food and packaging waste.