



IntegraFlute™ is an omnichannel solution that replaces large plastic bags and buckets. A hybrid structure, it combines a flexible inner bag with the structural protection of a fluted box.

The inner bag is specified to the barrier requirements of each product, and the outer box is our LithoFlute litho-laminated corrugated technology.

Designed to deliver a superior consumer experience, it features an integrated handle for a secure grip, an intuitive easy-open tear strip that reveals an easy-pour dispensing structure, and provides maximum billboard space.

Designed to perform in e-commerce and retail environments, IntegraFlute provides strength, protection, convenience, and great visual impact.

Sustainability



- Removable bag for easy recycling of the outer box in household waste streams
- Outer box is made from paperboard, that is made from renewable plant-based fiber sourced from sustainably managed forests
- Phase II Western Michigan University certified
- Pre-qualified as Widely Recyclable by How2Recycle®

Operational Efficiency



- Amazon-designated Prep Free Packaging (PFP) and ships in own containers (SIOC)
- Sortable size allows for double the product volume of multiwall bags
- Reduces damage in-store and in transit
- Suitable for a wide range of applications including dry pet food and treats, charcoal, coffee, snacks, and more

Consumer Experience



- Integrated handle options for easy carrying
- Convenient hinged-lid design
- Intuitive tear-string opener
- Easy-pour dispensing feature
- Amazon Certified Frustration Free Packaging (FFP)

Challenge

CPGs, distributors and fulfillment operations often find that multiwall bags are easily damaged, cause slipping hazards and create the need for over-boxing when shipped for online orders.

Solution

IntegraFlute™ is a hybrid structure which combines a flexible element with the structural protection and presence of a fluted carton. The inner bag is specified to the barrier requirements of each product, and the outer carton is GPI's LithoFlute which keeps contents safe while looking good at the same time thanks to lithographic printing that ensures quality graphics on a smooth surface.

Available in retail-ready sizes which accommodate 4-24 lbs of product, and ecommerce sizes up to 20 lbs, IntegraFlute palletizes directly, can be conveyed then shipped without additional packaging. With reduced headspace, the package is sortable thereby reducing handling and delivery. IntegraFlute is a true omnichannel solution.

For the brand, the rigid structure provides billboard space for product information and delivering an elevated consumer experience.

Consumer Experience

IntegraFlute is available with a convenient flip-top or pour-spout, each with customized handles for easy dispensing. The carton and bag are re-closable for storage and, since its more compact than the large format bag and oversized shipper, IntegraFlute can be stored in the pantry. When the box is empty, simply place it into curbside recycling for a better end-of-life solution than multiwall plastic bags.



How2Recycle® is a standardized labeling system that clearly communicates recycling instructions to the public. How2Recycle has evaluated the packaging specifications of IntegraFlute, and determined that it is eligible for the How2Recycle Widely Recyclable label. The final package and application can impact the final label assigned from How2Recycle.