



On-the-Go Consumption Demands Convenient Food Packaging Design



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Changes in Consumer Eating Habits are Shifting the Needs for On-the-Go Packaging

Research shows that convenient packaging for the on-the-go lifestyle is becoming increasingly important for consumers. One or two-person households now represent 61 percent of all U.S. households, resulting in changes in consumer eating behaviors.¹

Along with increasingly busy schedules, active lifestyles and demanding expectations, consumers are looking for the ease of on-the-go, single serve and functional packaging to complement their eating and snacking habits.

To keep pace with changes in

consumer consumption, newer and more flexible packaging solutions are needed that will foreseeably increase the demand for single serve and individual portions which fit the consumers evolving lifestyle.

Meet IntegraFlex™, Graphic Packaging's unique packaging format

that combines the best features of flexible and rigid materials to capture the benefits into one hybrid structure. IntegraFlex™ is a great alternative to snack cups, clamshells, sandwich wraps, flexible pouches and canisters because it enhances the consumers' on-the-go experience.



Functional and Portable Packaging Brings Convenience to Consumers

Here are the IntegraFlex™ solutions available:

IntegraFlex™ - Collapsible Cup: A cup that provides easy access for serving and dispensing the product. It's easy to fill and seal, providing consumers with a convenient solution with an optional resealable closure. Ideal applications include: hot and cold breakfasts, salty or sweet snacks, pasta/grains, and ice cream novelties.

Benefits:

- Eat-out-of-container experience for snacks, cooking, on-the-go
- Microwavable
- For both dry and wet products
- Stands on its own
- Lock-open feature when ready to consume
- Easy access to product
- Suitable for vending and peg style display
- Ships flat, easy to pack in a bag

Applications:



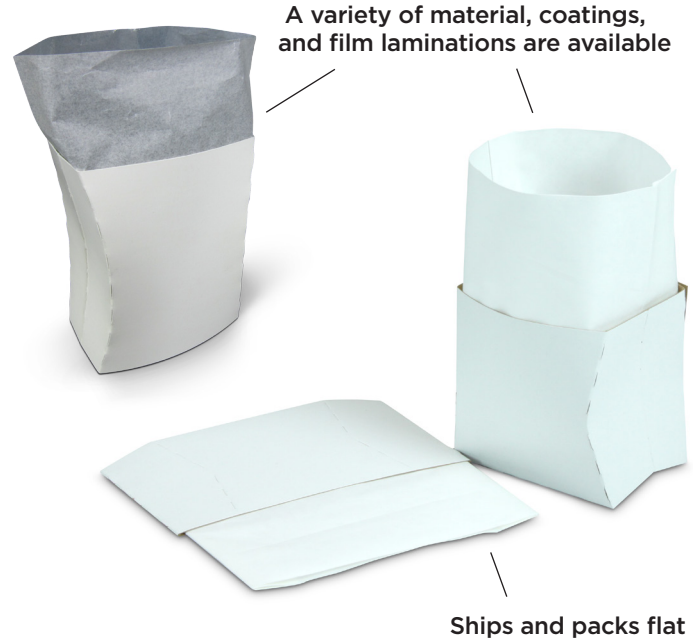
Hot and Cold Breakfasts



Salty and Sweet Snacks



Pastas or Grains



IntegraFlex™ - Ready Pouch: A versatile package that can be used for cooking and serving. Ideal applications include: frozen or refrigerated meals, shelf stable snacks and meals.

Benefits:

- Eat-out-of-container experience for snacks, cooking, on-the-go
- For both dry and wet products
- Heat & Eat - enhanced for microwave cooking/steaming
- On-the-go convenience - no clean up
- Functional



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IntegraFlex: Flexible Package Solutions Designed for Today's Consumers

Consumers' ever evolving lifestyles are affecting their behavior trends and driving the need for functionality, convenience and portability in the products they buy. IntegraFlex offers the right solution of flexibility to fit these trends.



Graphic Packaging International

Graphic Packaging International is a premier consumer packaging company with a leading position in paperboard packaging for the food, beverage, consumer products and foodservice markets. Our innovative product lines include sustainable packaging for microwave cooking, meat trays, folding cartons, foodservice and beverage cartons.

You have probably purchased food, beverages or other consumer products at your local grocery, club store or restaurant that are sold in our packaging. Our customers include some of the best-known brands in the world. We are headquartered in Atlanta, GA.

Our Vision and Our Values

Our goal is to create inspired consumer packaging that makes a world of difference. We grow with our customers by creating innovative and complete consumer packaging solutions through consumer insights, market knowledge, global scale, local execution, and an integrated business system.

Our core values are the cornerstone of our culture and guide us as we work together in achieving success. We value our culture and expect our employees to act with integrity, to respect one another, to be personally accountable, to build positive working relationships and to work together as a team.

A Variety of Packaging Solutions

Our packaging solutions help build powerful brands.

Consumer Packaging
Folding Cartons
Foodservice Packaging
Beverage Multipacks
Strength Packaging
Packaging Systems and Machinery

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