

Custom Grab-and-Go ProducePack™

18pt AquaKote™






Colors and Illustrations



BelleHarvest transforms industry packaging with a unique, 100% recyclable, and sustainable produce carton

BelleHarvest is a Michigan-based apple distributor with over 50 years of experience getting apples from the field to store shelves. Pursuing their commitment to sustainability and healthy eating, BelleHarvest partnered with Graphic Packaging International (GPI) to create new produce packaging that is functional, aesthetically pleasing, and 100% recyclable.

CASE STUDY: SUSTAINABILITY | CONVENIENCE | ELEVATED EXPERIENCE

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • Design Offer convenience, functionality, and product differentiation • Graphics Command in-store attention and convey product information • Performance and Sustainability Offer an alternative to traditional plastic packaging that is also functional and can hold up to storage and transport 	<ul style="list-style-type: none"> • Custom Grab-and-Go ProducePack™ With comfortable handle, viewing window for product visibility, and space for brand messaging • Colors and Illustrations Elegant litho printed illustrations and brand messaging • 18pt AquaKote™ Selected for strength, performance in high moisture environments, and 100% recyclable 	<ul style="list-style-type: none"> • Easy-to-pack carton with auto-bottom construction • Convenient design for busy consumers • Beautiful color schemes help each apple variety stand out. Bold brand messaging makes it easy for customers to see BelleHarvest's value propositions • Paperboard solution withstands humid storage environments, protection from bruising, and is made from a plant-based material that is 100% recyclable

Challenge

BelleHarvest wanted to become a catalyst for packaging change in the apple category and reached out to GPI for a solution. GPI was tasked with finding a solution for a unique, 100% recyclable, and sustainable produce pack. The new carton needed to be convenient for consumers while also incorporating strong branding and an attention-grabbing design for in-store differentiation. Additionally, from a performance standpoint, the design needed to protect apples from bruising, withstand storage in cool, humid environments, and fit standard shipping cases.

Solution

BelleHarvest partnered with GPI's design team to develop a unique structure using ProducePack™, the company's line of custom produce packaging. The carton features an ergonomic handle that allows for grab-and-go convenience for busy consumers. Cutouts allow for product visibility and venting, while the enclosed carton addresses consumer preference for reduced handling of fresh produce. Additionally, the carton promotes shelf and category differentiation with ample space for brand messaging and eye-catching graphics.

To achieve stunning graphics, a close collaboration with GPI's internal Production and Prepress teams, BelleHarvest, and their design agency transformed art into Litho printed cartons that command in-store attention. BelleHarvest's three apple varieties (Honeycrisp, Fuji, and Gala) received their own color scheme to help each apple variety stand out.

The carton was produced for performance and sustainability using GPI's 18pt AquaKote™ Solid Unbleached Sulfate (SUS™) board. This 100% recyclable paperboard has additional strength added at the mill to make the carriers reliable in the cool, humid environments in which they are filled, distributed, sold, and stored.

Results

By partnering with a paper-based packaging leader like GPI, BelleHarvest's new produce pack is a sustainable, functional solution that stands out in the market. Consumer experience is enhanced by the unique design, including a grab-and-go handle that delivers efficiency to busy consumers. Compared to traditional plastic, the dense paperboard protects the apples from bruising during transport and storage. Consumers enjoy apples that are firm, crisp, and have more shelf life, while retailers and grocers benefit from stocking produce shelves with a product that lasts longer.

The use of GPI's 18pt AquaKote™ paperboard emphasizes BelleHarvest's commitment to environmental sustainability. Consumers understand that paperboard is a highly sustainable packaging material, evident in the 68% recycling rate of paper and paperboard in the US today.* The choice of a 100% recyclable paperboard provides an eco-friendly option to conscious consumers, a strategy that increases the capacity of BelleHarvest to become a household name.

*Source: United States Forest Service - 2019

