

20pt Uncoated Recycled Board

UV Ink with Matte Acrylic Coating



**The Kodiak Cakes brand values natural ingredients and their 100% sustainable “brown box” packaging effectively tells that story to consumers.**

Graphic Packaging International's (Graphic Packaging) 20 pt Uncoated Recycled Board (URB) is key to providing the iconic signature look of the Kodiak Cakes brand on the retail shelf. Kodiak Cakes is referred to by consumers as “the brown box with the growling bear” - an identity that fits with their sustainability vision and natural brand image.

**CASE STUDY: SUSTAINABILITY | ELEVATED EXPERIENCE | OPERATIONAL EFFICIENCIES**

 <b>CHALLENGE</b>	 <b>SOLUTION</b>	 <b>RESULTS</b>
<ul style="list-style-type: none"> <li><b>Paperboard</b> Offer sustainable packaging that conveys the brand's values</li> </ul>	<ul style="list-style-type: none"> <li><b>20pt Uncoated Recycled Board</b> Made from 100% recycled and renewable paper fiber</li> </ul>	<ul style="list-style-type: none"> <li>The high density and stiffness of URB results in excellent scoring &amp; finishing quality</li> </ul>
<ul style="list-style-type: none"> <li><b>Design</b> Create a signature look to communicate brand identity</li> </ul>	<ul style="list-style-type: none"> <li><b>URB Board</b> Provides an instant “natural” and honest image for the brand</li> </ul>	<ul style="list-style-type: none"> <li>Uncoated brown board with illustrative graphics supports the brand vision and product quality</li> </ul>
<ul style="list-style-type: none"> <li><b>Ink &amp; Coating</b> Convey sustainability and grab consumer's attention</li> </ul>	<ul style="list-style-type: none"> <li><b>UV Inks with Acrylic Matte Coating</b></li> </ul>	<ul style="list-style-type: none"> <li>The use of UV inks with matte acrylic coating on the URB board makes the graphics pop</li> </ul>

## Challenge

The Kodiak Cakes brand is all about sustainability and their brown box look tells that story to consumers and in the marketplace. They know this message is very important to their customers, and all packaging they source needs to fit into this model. Kodiak Cakes' objective in creating this line of cartons was to be true to their core value by designing cartons that effectively convey key information about the products, the flavors, and the ingredients, while also establishing a unified brand family that offers opportunities to effectively billboard in the retail space for greater impact.

## Solution

While the use of Uncoated Recycled Board (URB) provides an instant "natural" and honest image for the brand, the hand-illustrated logo and graphic elements further lends to the artisan quality of the Kodiak Cakes brand lineup. Additionally, the use of UV inks with matte acrylic coating allows for the graphics to show well on the shelf, telling the customer's story of sustainability.

These cartons were produced on 20pt URB board from Graphic Packaging's White Pigeon, MI and Kalamazoo, MI mills. URB board is key to providing the iconic signature look of the Kodiak Cakes brand on the retail shelf. Kodiak Cakes continuously hears consumers refer to them as "the brown box with the growling bear", an identity that fits very well with their sustainability vision and natural, artisan brand image.



## Results

Kodiak Cakes product line is unique in the food aisles since the overwhelming majority of products in these categories utilize a coated white substrate for their retail packaging. By using URB board, Kodiak Cakes packaging immediately signals to consumers that this is an honest, natural and artisan brand, and is completely in keeping with the brand promise of natural ingredients and 100% sustainable packaging. While other brands must use graphics and violators to call out their "all natural" or other claims, Kodiak Cakes' instantly recognizable natural brown boxes immediately tell that story.

Kodiak Cakes' cartons are manufactured with 20pt URB board which is made from 100% recycled paper fiber and is recyclable. The higher density and stiffness of this board also results in excellent scoring and finishing quality. URB board is easily recycled in most communities in the US and Canada. The recycling rate of paper and paperboard in the US today is 66%\* and consumers understand that paperboard is a highly sustainable packaging material. Kodiak Cakes is committed to sourcing packaging from responsible partners using renewable and recyclable materials. This aligns with their position as a rustic mountain-town natural food brand. The choice of recyclable paperboard reflects the brand's commitment to sustainability.

\*Source: American Forest & Paper Association - 2020

