






Fileni Transitions Meat Packs to Fiber-based Alternative, Reducing Plastic Usage by 80-90%

Italian meat producer, Fileni, is a leading national player in the organically reared white and red meat sector. As part of its ethos, the company aims to lessen its impact on nature and the environment by making responsible and conscious choices. As such, Fileni partnered with Graphic Packaging and Italian lining partner, GB Bernucci to replace existing plastic packaging on its Bio range with the recyclable, fiber-based, PaperSeal® tray.

CASE STUDY: SUSTAINABILITY | CONVENIENCE | ELEVATED EXPERIENCE

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> Circularity Create a fiber-based solution that is sustainable and circular, without compromising on freshness Premiumization Elevate the top-tier Bio range through high-quality design and graphics Differentiation Command in-store attention and communicate brand colors, while matching convenience and functionality of the previous tray 	<ul style="list-style-type: none"> Modified Atmosphere (MAP) The PaperSeal® tray solution is a PE/EVOH/PE barrier-lined, virgin fiber tray that is PEFC certified. Hermetically sealed with a one-piece flange and easy to separate for post-use recycling 80-90% less plastic Significantly reduces plastic use compared to traditional plastic trays¹ Humidity Resistant Crownboard Prestige offers strength performance in high moisture environments and is 100% recyclable 	<ul style="list-style-type: none"> Optimum Circularity Recyclable paperboard tray Convenient design Liner easily separated from tray for post-use recycling Standout solution Delivers differentiation to top-tier Bio range Robust design Paperboard solution withstands humid storage environments and protects and preserves the meat inside by preserving shelf life Reduced carbon footprint Shipped flat packed to GB Bernucci to optimize pallet usage and reduce carbon impact of transport. The formed tray delivers a 34% reduction in greenhouse gases and a 40% reduction in energy consumption versus an equivalent plastic tray²

Challenge

Fileni wanted to transition the existing packaging on its top-tier Bio range to a sustainable paper-based solution that encouraged circularity, without compromising on freshness. Graphic Packaging was tasked with finding a recyclable solution that delivered the same robust barrier properties as the previous solution with consumer-friendly features – the carton should separate easily from the liner for post-use recycling. The carton needed to stay true to the Fileni brand livery, while providing differentiation and enhanced branding opportunities to ensure that Fileni Bio products were best presented after storage in cool, humid environments and shipping cases.

Solution

Fileni partnered with Graphic Packaging to develop a solution based on the company's award-winning PaperSeal® tray. Previously commercialized as a vacuum skinned pack (VSP), a custom modified atmosphere pack (MAP) version was created for the Fileni Bio range. For Fileni, the hermetically sealed paperboard solution ensures products in the Bio range remain fresh, with shelf life equivalent to plastic. The tray reduces plastic by 80-90% compared to conventional trays and can be manufactured with Zero® technology to ensure there is no plastic waste during manufacturing. For the consumer, recycling is made easy. The PE/ EVOH/PE barrier liner, supplied in partnership with GB Bernucci, is peeled away from the carton facilitating simple separation. The separated carton is 100% recyclable to ensure circularity.

The premium solution, designed to create differentiation while staying true to the Fileni brand, is robust throughout the supply chain and withstands humidity in cold storage. To reduce carbon impact, the tray is printed, cut and glued in Santander, Spain and shipped flat-packed to GB Bernucci, optimizing pallet usage. For example, instead of shipping 3,000 nested and stacked plastic trays, 30,000 trays can be placed flat-packed in transport vehicles – 10 times the original amount – offering a significant transport fuel reduction per tray.

Results

By partnering with Graphic Packaging, Fileni has successfully implemented a sustainable, paper-based solution that reduces plastic usage by 80-90%. Seventy percent of European consumers are actively taking steps to reduce their plastic packaging, with paper and cardboard the top packaging preferences, according to a Two Sides survey³. Sixty-four percent of Italian respondents chose paperboard because they perceive it as being better for the environment. The PaperSeal tray is convenient for consumers and robust through the supply chain, significantly reducing potential food and packaging waste. The premium paper-based solution ensures that Fileni's top-tier Bio range is perfectly presented, delivering improved branding and messaging opportunities, despite storage and supply chain challenges such as humid environments. The Fileni, Graphic Packaging, and GB Bernucci collaboration leads the way on sustainable protein packaging innovation for optimum circularity.



- 1 Plastic reduction figures are for the tray and exclude the lidding film, which is not supplied by GPI but is expected to be similar to film used for current trays. Each PaperSeal tray is specified on a case-by-case basis to minimise plastic content, at levels even below 10% where possible.
- 2 Savvypack®, 2019.
- 3 European Packaging Preferences 2021, Two Sides