

15 pt uncoated SBS board with 48g PET film lamination



Oven Quality Results from the Microwave!

Hormel launches its Black Label Oven-Baked Egg Bites in Graphic Packaging International's (Graphic Packaging) new dual-compartment microwavable pressed board trays allowing for on-the-go convenience in just 60 seconds.

CASE STUDY: CONVENIENCE | ELEVATED EXPERIENCE

 CHALLENGE	 SOLUTION	 RESULTS
<ul style="list-style-type: none"> • On-the-Go Convenience Develop a microwavable dual-compartment tray that enhances the consumer experience 	<ul style="list-style-type: none"> • Microwavable Pressed Trays 15pt uncoated SBS board with 48 gauge PET film lamination 	<ul style="list-style-type: none"> • Unique dual-compartment pressed trays suitable for microwave at convenience stores and home
<ul style="list-style-type: none"> • Designed to Fit Pressed tray needed to fit the customer's existing Multi-Vac Production system 	<ul style="list-style-type: none"> • GPI Pressed Tray Technology Unique pressed tray design is engineered and tested to ensure accurate fit 	<ul style="list-style-type: none"> • GPI's experts collaborated to design, engineer and commercialize a first-of-its-kind dual-compartment pressed tray

Challenge

Tapping into the growing trend of convenience and healthy eating for breakfast, Hormel has launched Black Label Oven-Baked Egg Bites. The new convenient offering is designed to appeal to the many consumers who want a high-quality, easy-to-prepare breakfast option that packs a protein punch. Each package contains two delicious egg bites and warms in the microwave in just sixty seconds.

The objective was to package Hormel's new product in a way that makes it easy to merchandise and quick to prepare whether at home or in a convenience store setting. This microwave cooking solution needed to appeal to on-the-go consumers who want a quick and convenient way to enjoy healthy egg bites for breakfast.

Solution

Through extensive development by Graphic Packaging's R&D team and microwave technology experts, a unique two-compartment pressed board tray was developed to hold two egg bites securely and safely.

The tray containing the two egg bites is placed into a vacuum formed plastic tray which is then lidded with a printed film. The Graphic Packaging tray was designed to fit the existing Multi-Vac production system in order to be non-disruptive to the high-speed filling operation. Our Innovation & Design team created a tray that would meet customer specifications and could be produced on Graphic Packaging's tray forming assets. The design was tested using high-quality 3D printed samples produced by the Graphic Packaging I&D group and resulted in subsequent modifications to the dual-compartment tray ensuring an accurate fit in the current Multi-Vac production trays.

Due to the unique nature of a dual-compartment tray, our Wausau production team had to develop a specialized chute to deliver the trays off the forming equipment. Without this chute, the trays would not stack effectively. Additionally, the R&D team developed a customized feed system to deliver the tray blanks to the forming equipment to avoid jamming issues in the former.

Results

Timesaving Cooking Solution

The Hormel Black Label Oven-Baked Egg Bites dual-compartment microwavable pressed board trays are produced on 15pt uncoated SBS board with 48g PET film lamination. This package allows for microwave heating, saving significant preparation time. The egg bites can go from refrigerator to microwave to table in just sixty seconds.

Enhanced Consumer Experience

The dual-compartment microwave tray is a significant advancement in GPI's pressed board tray technology. The flangeless tray with a high divider has the natural feel of paperboard which enhances the consumer's experience and ties well with the brands positioning. This unique compartmented paperboard tray effectively holds two separate oven-baked egg bites that can be microwaved and enjoyed in sixty seconds, creating an improved consumer experience at home or on-the-go.

To learn how Graphic Packaging can solve your most challenging packaging concerns, contact: marketinginformation@graphicpkg.com or visit: graphicpkg.com.

