

Sustainable 12pt SBS paperboard that supports full-color branded graphics

Inkjet printing for adding unique contest code



Juicy Juice Adds Another Layer of Fun for Kids and Parents with an Interactive Promotional Card on Juice Box Packaging

Using Graphic Packaging International's inkjet capabilities and 12pt Solid Bleached Sulfate (SBS) paperboard, the three-paneled promotional J-card engages customers through fun activities and unique giveaway codes.

INNOVATION HIGHLIGHT: ELEVATED EXPERIENCE



Solution / Enhancement

- **Three-paneled promotional J-card** provides larger graphics billboard for branding on the front, and further leverages the paperboard with backside activities to extend brand engagement to kids.
- **Inkjet Printing Technology** allows for printing a variable alphanumeric code unique to each package that can be entered online for a chance to win a backyard playset and other prizes.
- **Portable & customizable inkjet systems** allow the flexibility to apply the unique codes on different production lines to best fit the project requirements.



Impact

- Sustainably sourced SBS paperboard offers an **enhanced printing surface for premium graphics** and ensures that customers can **easily recycle** after use.
- Large graphics billboard results in a significantly **greater shelf impact** when compared to simple shrink wrap often used by other juice brands.
- Graphic Packaging's inkjet printing capabilities **engage consumers** with interactive promotions and exclusive giveaways directed at kids and parents.
- The result creates excitement in the juice aisle while **driving more purchases** to give consumers additional chances to win.