

Cut-out windows showcase product quality

High-quality printing potential


Hermetically sealed, barrier-lined paperboard




**Ranobo Replaces Plastic Packaging for Quality Nuts Brand with Fiber-Based PaperSeal™ Tray**

From its humble beginnings as a nut bar inside a Belgian delicatessen, Ranobo has grown into a leading wholesaler of nuts, dried fruits, and rice crackers in Belgium. The company has focused on product quality and customer service since 1995 while aiming to grow toward a more sustainable future. As part of this commitment, Ranobo strives to reduce its environmental impact by replacing the plastic packaging on its Quality Nuts brand with a more sustainable alternative.


**Summary: Sustainability | Convenience | Elevated Experience**

**Challenge** 

- **Sustainability**  
Replace plastic packaging with a more sustainable alternative.
- **Performance**  
Match the performance and functionality standards of existing plastic trays.
- **Package Design**  
Catch shoppers' attention in the grocery aisle with an innovative packaging solution.

**Solution** 

- **Paperboard**  
The tray is produced from renewable plant-based fiber from sustainably managed forests.  
  
Its liner can be easily removed after use promoting simple recycling of the tray by the consumer.
- **Patented Construction**  
Unique continuous sealing flange provides an excellent hermetic seal.
- **On-Shelf Differentiation**  
Paperboard tray stands out on the retail shelf and delivers high impact branding potential on both the internal and external surface.

**Results** 

- **Reduced Plastic Impact**  
Recyclable paperboard tray uses 85 percent less plastic than Ranobo's previous packaging format, removing 7.86 tonnes of plastic from the supply chain every year.
- **Maintains Shelf Life**  
PaperSeal tray delivers a seal integrity equivalent to a traditional plastic tray, ensuring an equivalent shelf life to the previous plastic format, reducing the potential for food waste.
- **Elevated Customer Experience**  
Innovative new packaging provides differentiation for the Ranobo brand on the retail shelf.

## Challenge

Sustainability is at the core of Ranobo's brand. From the ethical sourcing of its organic dried fruit and nut products to the 'green wall' of plants covering the façade of its Belgian base, every aspect of its brand image hinges on care for the environment. With the core of its product ranges focused on healthy snacks, dedicating itself to the health of the planet is a natural fit that appeals to consumers. Its packaging is a key pillar of this strategy.



In response to tightening legislation across Europe in relation to plastic use in packaging, and in line with changing consumer sentiment, Ranobo began seeking alternatives to the plastic trays previously used for its brand. While greater circularity and recyclability were priorities for the new packaging, Ranobo also needed the new pack to perform as well as the plastic format in terms of shelf life and functionality. They also wanted to grab shoppers' attention in the retail aisle.

## Solution

Ranobo worked with Graphic Packaging International to transition from its plastic trays to fiber-based PaperSeal™ trays. The barrier-lined tray features a reinforced, continuous flange to ensure an optimum hermetic seal.

The paperboard construction offers the structural protection and rigidity that Ranobo's customers expect and the tray provides excellent visibility to showcase the product quality inside, which is another key consideration for shoppers. Compared to the brand's previous plastic packaging, which featured labels applied by hand, the paperboard tray allows branding and information to be directly printed, enhancing Ranobo's brand appeal on the shelf and its operational efficiency behind the scenes.

## Results

Ranobo introduced the new PaperSeal trays into specialty stores in Belgium. The innovative packaging reinforces the company's commitment to sustainability while setting the brand apart on the retail shelves.

As the liner of the tray can be easily peeled away after use, consumers are able to recycle the paperboard portion of the tray in household waste streams, contributing to the circular economy.

By transitioning to the PaperSeal tray, Ranobo is staying ahead of evolving plastic regulations while continuing to meet consumer demands and expectations.