



Graphic Packaging

INTERNATIONAL

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See the revolutionary food bucket for the first time at Packaging Innovation

The award-winning, plastic-free food bucket is being presented to Packaging Innovation visitors on the Graphic Packaging International stand (A24) at the 2018 show (NEC, Birmingham, February 28 – March 1). It will be the first time this revolutionary product has been shown at a major industry exhibition anywhere in the world.

The paper-board food bucket was launched following a two-year R&D project involving pioneering new materials and new processes. It uses a robust, resistant lining instead of a traditional polyethylene (PE) lining, which improves the presentation of food in the bucket by preventing the build-up of excess oil. Importantly, this also entirely removes plastic from the construction of the product.

Further development work targeted the outer surface of the container to give it extra visual impact. A high gloss finish was the aim, to bring a wow factor to the product but without using a plastic coating. The solution was the development of a new clay-coated finish that brings extra vibrancy and zing to the print.

The innovation inherent in the food bucket has been recognised with a number of industry accolades. It won the Sustainable Innovation in Packaging Award in the 2016 Foodservice Footprint Awards, received a 'highly commended' in the Foodservice Packaging Association's Innovation Award and was a finalist in the Innovation of the Year category of the UK Packaging Awards.

The food bucket is available in three popular sizes: 54oz, 85oz and 130oz and is suitable for hot and cold takeaway or eat-in food. It is manufactured at Graphic Packaging's factory in Winsford, Cheshire.

Ends



The KFC food buckets

For further information contact:

Suzanne Howe
Suzanne Howe Communications
Tel: 0203 468 0923
Email: info@suzannehowe.com

Notes to editors:

Graphic Packaging International, a subsidiary of Graphic Packaging Holding Company (NYSE: GPK), is one of the world's largest producers of sustainable folding cartons. The company holds a market leading position in coated and uncoated solid bleached sulphate, coated-unbleached kraft and coated-recycled board.

Graphic Packaging International's European operation specialises in the design and production of single and multipack cartonboard packaging solutions, paper cups, containers and lids for four primary sectors; Beverage, Food and Household, Personal Care and Foodservice. The company also supplies packaging machinery systems.

Graphic Packaging International serves its client base from over 70 global production sites, 14 of which are located in Europe - UK, Ireland, France, Netherlands, Germany and Spain. Its customers include some of the most widely recognised companies in the world.