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Cup sales, sleeve by sleeve

Graphic Packaging International has launched a range of retail packs for paper hot beverage cups that will enable cash & carry operations and wholesalers to sell cups in single sleeves.

For some retailers, those with limited storage space or smaller operators with lower volume sales for instance, buying cups in lower denominations is preferable to having to buy a full case. The new retail pack is available as a pallet bin to be positioned on the floor at the end of an aisle, or in two different carton configurations designed to sit on a shelf. In all variants, each sleeve of cups is individually bar-coded and can be printed in up to six colours. The outer carton is retail-ready to enable customers to select one or more sleeves.

The retail pack is now available for 8oz single wall paper cups with sleeves of 40 cups or 25 cups. Graphic Packaging International is able to consider bespoke configurations and has already had interest from the market for a retail pack for 12oz cups.

“With our retail pack, cash & carries and wholesalers can promote single sleeve sales using a pack that is designed for purpose and therefore keeps the sales area neat and tidy,” says David Lawlor, Sales and Marketing Director of Graphic Packaging International. “Our ability to individually wrap and apply a barcode to each sleeve of cups is key to this innovation, which once again demonstrates our flexibility in meeting the requirements of the foodservice customer.”

Ends



On-shelf ready carton with individually barcoded sleeves



Half pallet bin containing 140 sleeves of hot cups

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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.