

Tuck tab sealed book-style carton with a frame view

22pt SBS Paperboard

Full color, custom graphics



## Bonne Maman Launches New Gift Option in Sustainable, Beautifully Illustrated Carton

Bonne Maman is a French brand known for its high-quality fruit preserves, fruit spreads, herbal teas, cookies, and other gift items. Bonne Maman products are available in retailers and restaurants across the U.S., and the company has an E-Shop that offers seasonal and online-only products and gifts. Bonne Maman engaged Graphic Packaging International (Graphic Packaging) for their newest online-only product, the “Made For You” gift box.

### Case Study: Sustainability | E-commerce | Elevated Experience

#### Challenge



- **Design**  
Develop a carton for a new gift item designed to capture the time-honored, premium look of the Bonne Maman brand
- **Enhanced Experience**  
Customize a carton that presents a new, unique gift offering and lends itself to the theme of sharing and enjoying
- **Performance and Sustainability**  
Premium carton on a sustainable material that aligns with Bonne Maman’s commitment to circularity and natural packaging

#### Solutions



- **Frame-view carton**  
A tuck-tab sealed book-style carton with a frame view that secures the product. An additional printed band that slides around the closed carton
- **22pt SBS Paperboard**  
100% virgin fiber paperboard is made from renewable resources and is recyclable
- **Elegant graphics**  
Custom carton with elegant full color graphics on both the inside and outside of the package

#### Results



- Beautifully printed illustrations and design that aligns with Bonne Maman’s brand and captures the consumer’s eye
- Custom, easy-to-pack box design also protects the jars from movement during delivery. Printed band provides an extra layer of delight during the unwrapping experience
- Paperboard packaging supports sustainability initiatives as a recyclable and circular solution and promotes a future with less waste

## Challenge

Bonne Maman needed packaging to release their new “Made for You” gift item designed for their E-Shop. The unique gift option consists of eight mini jars of preserves and honey and emphasizes a theme of sharing, caring, and enjoying. The package needed to align with the company’s elegant branding, showcase the product inside and provide customers with a premium gift experience. Bonne Maman is committed to natural, recyclable, and reusable packaging and the new solution needed to align with their sustainability initiatives.

## Solution

Bonne Maman and Graphic Packaging partnered to design a custom, premium gift box. The design of the carton features a hinged lid with a cut out frame view of the eight glass jars, and an additional band that surrounds the closed box. The carton is produced on 22pt solid bleached sulfate (SBS) paperboard with a bright surface that allows for excellent full color graphic presentation on both the interior and exterior. It is a tuck tab sealed book-style carton that makes hand packing efficient and easy.

## Results

The custom designed “Made for You” gift box provides customers a memorable experience from the moment the package arrives. The jars are tightly packed, keeping them secure during transport from the E-Shop. The frame view cutout offers a beautiful product presentation upon opening. The colorful band instills a sense of excitement in the recipient to open the package and see what’s inside.

Graphic Packaging’s 22pt SBS paperboard provides a large billboard for the unique and elegant full-color graphics that capture the simplicity and time-honored tradition of the Bonne Maman brand. In combination with the structural design, the graphics present the item as an attractive gift option for various occasions.

Additionally, the use of Graphic Packaging’s SBS paperboard emphasizes Bonne Maman’s commitment to providing consumers with packaging that is easy to recycle. Paperboard is derived from trees, a renewable resource, and is accepted for recycling in most U.S. communities. The recycling rate of paper and paperboard in the U.S. today is 66 percent\*, and consumers understand that paperboard is a highly sustainable packaging material.

\*Source: American Forest & Paper Association – 2020

