

Large billboard for eye-catching graphics



Self-palletizing seal-end folding carton

24-point Coated Recycled Board




### McCall Farms' New Package Brings Strength to Club Distribution

McCall Farms is a large-scale producer of canned fruits and vegetables with nationwide distribution. The company produces a variety of Southern-style products under several major brands, including Glory Foods. The South Carolina-based company received an opportunity to expand into club stores and selected Graphic Packing International ('Graphic Packaging') as their packaging partner.


## Case Study: Sustainability | Operational Efficiency

**Challenge** 

- **Design**  
Engineer a carton that provides superior strength for distribution to club stores with excellent branding
- **Efficiency**  
Design a solution that maintains operational efficiency in packing and distribution
- **Sustainability**  
Provide a product that supports the company's sustainability initiatives

**Solutions** 

- **24pt Coated Recycled Board**  
Solid-fiber strength to provide superior integrity that does not require tertiary packaging such as corrugated cases or trays
- **Compact seal-end folding carton**  
Self-palletizing and designed for high-speed setup and filling on standard carton machinery
- **Solid Fiber Paperboard**  
Provides superior alternative to corrugate and minimizes overall fiber usage of the package

**Results** 

- Carton was proven successful on testing lines before production and provides large product billboard with brilliant white print surfaces for eye-catching graphics
- The carton is packed easily and its compact size increased filled cartons per pallet, resulting in more products delivered to retailers
- Solid fiber carton is 100% recyclable and naturally biodegradable

## Challenge

McCall Farms had an opportunity to expand into wholesale club retail stores with two of their 27oz canned vegetable products. They required a new packaging solution that was strong enough for distribution and would remain in good conditions for sales. The solution needed to maintain operational efficiency while also supporting McCall's focus on branding and sustainability.

## Solution

McCall Farms partnered with Graphic Packaging to combine knowledge and create a solid fiber packaging solution that would meet all the requirements for commercialized club distribution. The new packaging solution is a seal-end folding carton with a special non-skid water-based coating.

Produced on 24pt coated recycle board (CRB), this carton can self-palletize, withstand the rigors of shipping and distribution, and protect the product inside. The use of solid paperboard provides a superior alternative to the traditional choice of corrugate in club stores.

## Results

The design was put to the test before production both in Graphic Packaging's testing lab and the packing lab of McCall Farms' co-packer. The lab tests proved successful and demonstrated the carton's ability to pass the requirements of club distribution. Additionally, the compact size of the carton increased the number of filled cartons per pallet, resulting in more products delivered to retailers. Unlike traditional printed flute designs or corrugated trays with film wraps, the carton provides a more attractive billboard in the club store aisle for eye-catching graphics and increases on-shelf differentiation. The selection of solid fiber paperboard supports McCall Farms' sustainability initiatives by reducing overall fiber usage, replacing corrugate, and providing a highly recyclable packaging material.

