

Free of glue and plastic laminations

Suitable for multiple configurations

Clip provides stability, resistance, and strength



The Beer Boutique Launches EnviroClip™, the Innovative, Convenient Multipack Solution

The Beer Boutique is an independently owned beer store in Winnipeg, Canada that strives to deliver convenient, quality products and excellent service. To enhance their customer service and create differentiation, the store offers a service that allows consumers to create custom six-packs by combining individual cans of different beverages.

The store wanted to replace their previous paperboard basket carrier with a new, innovative packaging solution that not only offered consumers an elevated experience but also supported the store's sustainability goals by using less paperboard than the basket carrier.

The Beer Boutique partnered with Graphic Packaging International (Graphic Packaging) to design a paperboard packaging solution that prioritizes consumer convenience while improving efficiency.

Summary: Sustainability | Elevated Experience | Convenience

Challenges



- **Elevated Experience**
The Beer Boutique wanted to replace their existing basket carrier with a unique solution that would continue to allow consumers to select custom six-pack combinations while reducing material use.
- **Convenience**
The solution needed to be simple for staff to apply in-store.
- **Sustainability**
The new pack needed to be recycled through normal household recycling schemes.

Solutions



- **Recyclable Clip-Style Carton**
The EnviroClip™ paperboard clip was offered as the ideal solution.
- **Intelligent Structural Design**
EnviroClip™ is a clip-style pack that uses a minimal amount of material compared to other multipack formats.
- **Hand-Held Applicator**
Features a small, lightweight, hand-held applicator that is easy for staff to use.

Results



- **Reduced Material**
EnviroClip™ allows the Beer Boutique to continue to offer a differentiated service to consumers while using less material, contributing to their sustainability goals.
- **User-Friendly Application**
The applicator delivers easy and swift application, ensuring consumers are not delayed making their purchase.
- **Consumer Appeal**
Shoppers have been receptive to the innovative EnviroClip™ packaging, which is easily recycled in household waste schemes.