

Cartonboard food packaging by Graphic Packaging features cellulose window



As more brands move to paper-based packaging amid consumer concerns over plastic, there's one element of packaging that can prove challenging: the small plastic "window" that allows consumers to see a product before they buy it. Thanks to a collaboration between Graphic Packaging and British frozen food retailer Iceland Foods, brands now have a biodegradable alternative to the plastic window. For the retailer's line of vegan patties, Graphic Packaging developed 100% recyclable cartonboard packaging with a window made of biodegradable, wood pulp-based cellulose. The cellulose window offers the same transparent look and feel of plastic, Graphic Packaging says, and is sustainably sourced, mainly from SFI-managed forests in North America.