




## Harriet's Hamburgers Gets a Retro Hamburger Container With All the Benefits of Modern Design and Engineering

Harriet's Hamburgers, an "old-timey" burger restaurant in Charlotte, North Carolina, offers a very traditional menu consisting of only burgers and fries. Harriet's packaging supplier, The Packaging Source, partnered with Graphic Packaging International (Graphic Packaging) and used IntegraFlex™ sustainable packaging to create a modern yet retro hamburger container that is functional for both in-house and on-the-road dining.


### Case Study: Convenience | Elevated Experience | Sustainability

**Challenge** 

- **Design**  
Offer a convenient solution for both dine-in and to-go service
- **Graphics**  
Create a unique look that enhances the old-timey, but modern brand
- **Performance and Sustainability**  
Provide a sustainable solution that can stand up to hot food and condensation

**Solutions** 

- **IntegraFlex™**  
Combines the best features of a folding carton and a flexible package
- **High-resolution graphics**  
Printed for branding with a variety of materials, coatings, and film laminations
- **GPI's 14 pt SUS™**  
Provides excellent tear strength in humid and dry conditions

**Results** 

- Convenient packaging is quick to prep and easy to fill
- Provides a stable structure and presents the burger prominently
- Custom design offers customers a distinct experience
- Emphasizes a commitment to environmental sustainability

## Challenge

Harriet's Hamburgers needed a solution to replace the foil wrap that the burgers were served in. They required a new container with a unique design to promote their distinct, retro brand. For performance, they needed a sustainable option that stands up to hot food for in-house or to-go dining.

## Solution

Harriet's packaging provider, The Packaging Source, presented the restaurant with Graphic Packaging's IntegraFlex sustainable packaging. Unlike foil wrap, IntegraFlex allows for brand enhancement with printed graphics. The packaging incorporates the best features of both a folding carton and a flexible package. The use of 14 pt SUS provides excellent tear strength in both humid and dry conditions, making it ideal for storage and transport.

## Results



Graphic Packaging's IntegraFlex gives Harriet's a sustainable and durable package that is also distinct in their market. The custom packaging design conveys a modern yet retro brand that meets the functional needs for both hamburgers and french fries. IntegraFlex is quick to prep and easy to fill, offering convenience to the restaurant. The container provides a stable structure that presents the burger more prominently and elevates the customer experience.

The use of Graphic Packaging's 14 pt. SUS paperboard emphasizes Harriet's commitment to sustainability. Consumers understand that paperboard is a highly sustainable packaging material, evident in the 66% recycling rate of paper and paperboard in the US today.\* The choice of recyclable paperboard, made from renewable resources, provides a sustainable option to conscious consumers.

\*Source: American Forest & Paper Association - 2020



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