

100 percent recycled fiber content

Shape allows for shelf and shipping efficiency

Dynamic metallic printing



Colgate swaps plastic packaging for recyclable, space-saving, paperboard design

Colgate, a leading global brand for oral care, provides a range of oral hygiene products — including toothpaste, toothbrushes, mouthwash, floss, and whitening kits. As part of Colgate’s commitment to sustainable packaging, innovative product delivery, and people’s well-being, the company partnered with Graphic Packaging International (Graphic Packaging) to replace the traditional secondary packaging for its Max White Ultimate toothpaste with a space-saving, recyclable, and more efficiently designed fiber-based solution.

Summary: Sustainability | Elevated Experience | Operational Efficiency

Challenges



- **Plastic Reduction**
Colgate required a secondary packaging solution that reduced the amount of plastic in its packaging portfolio, advancing its sustainability goals.
- **Premiumization**
The new solution needed to replace plastic while still offering a premium look to maximize on-shelf impact and differentiation.
- **Operational Efficiency**
Colgate needed an innovative solution that would be efficient to produce and ship.

Solutions



- **Paperboard Carton**
Graphic Packaging developed a paperboard solution that eliminated plastic in the secondary packaging.
- **Premium Print Finishing**
The new carton’s cold foil stamping or laminated, metalized paperboard gives a premium look.
- **Intelligent Design**
The packaging is a one-piece solution with three locking side tabs and a locking tub lid and base that packs more efficiently.

Results



- **Improved Recyclability**
Unlike the previous rigid plastic version, the new tube can be recycled in household waste streams.
- **Great On-shelf Impact**
Premium print finishes create significant on-shelf impact and are tailored to the local market to optimize recyclability.
- **Minimal Use of Resources**
The carton’s shape allows double the number of products to be delivered in one shipment, reducing transport requirements.

Challenge

Colgate has made commitments to increase the recyclability of its packaging while advocating for the global reduction of plastic waste. That commitment drives Colgate's search for alternative packaging solutions that create efficiency in its product supply chain. Colgate therefore set out to reimagine the secondary packaging for its popular Max White Ultimate toothpaste.

The packaging needed to move through the supply chain and display on the shelves more efficiently. Additionally, Colgate required that the solution's design match its brand aesthetic with a focus on product visibility to maximize on-shelf impact. These goals needed to be met without sacrificing the packaging's recyclability.

Solution

Colgate replaced its Max White Ultimate line's traditional clear, round plastic tube with a paperboard, space-efficient carton. This change allowed Colgate to reduce the overall amount of plastic used in its packaging portfolio.

The new pack is made from a single piece of paperboard that is folded and tucked/glued into shape, reducing the number of processes needed to form each carton.

Results

Unlike the rigid plastic version, the paperboard, half-moon tube can be recycled in household waste streams. The move to this new packaging format has also allowed Colgate to reduce the overall amount of plastic used in its packaging portfolio.

The paperboard provides a smooth, bright printing surface for crisp graphics. Additionally, the pack incorporated eye-catching metallic design effects created using either cold foil stamping or laminated, metalized paperboard—depending on the recycling legislation or infrastructure in the markets where it is sold.

The new packaging's half-moon shape increased transport and supply chain efficiency as more packs could be delivered per shipment, reducing transport costs and associated CO² emissions.

