

# Case Study:

## SONOCO ECOTECT® URB



## Hickory Farms

Gift baskets and specialty gourmet food gifts

### Hickory Farms is a leading retailer

of food gifts and specialty foods available online and in catalogs, leading mass merchants, super-markets and approximately 700 seasonal retail shopping locations. With 65 years of tradition, Hickory Farms is driven to be the best retailer in the food gifting space. Learn more at [www.hickoryfarms.com](http://www.hickoryfarms.com).



### The Challenge: Strength, performance and cost savings

Hickory Farms was using virgin kraft sheet as an accent on their holiday gift packages, but they were looking for an alternative. They needed to find a base laminating sheet that would perform as well as their existing base sheet in strength, while at the same time, lowering their overall costs.

### The Solution: EcoTect paperboard offers sustainability, quality and value

During the 2016 holiday season, Hickory Farms incorporated Sonoco's EcoTect 100% recycled paperboard in several of the company's gift boxes in the U.S. and Canada. EcoTect provided a stronger paperboard that allowed Hickory Farms to reduce the caliper of their laminated base sheet, providing significant cost savings while maintaining their visual brand consistency and overall box strength. EcoTect paperboard also provided the company with a sustainable solution: it is made from 100% recycled fibers and is recyclable.

"The products combine for a good fit, improved ergonomics and an overall cost savings to our business," said Diane Pearse, Hickory Farms CEO. "We are thrilled with the work of Sonoco's product team in helping our packaging supplier Great Northern StrataGraph improve on our fulfillment capabilities. We enjoy an exceptional relationship with our valued friends at Great Northern StrataGraph and Sonoco. These cutting-edge enhancements further our commitment of being the best retailer in the food gifting marketplace."

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