The breakthrough visual appeal of packages made with EcoTect® recycled paperboard for cereal, rice and granola bars conveyed a natural brand message. That's why they outperformed the other packages in Clemson University's immersive retail shop during the eye-tracking study.

In this study, products packaged with EcoTect board were compared to existing brands in a retail setting.

*Get full study results at sonoco.com/ecotect/eyetrack.

83% of shoppers perceived products packaged in EcoTect board to be the highest quality.

Shoppers looked at granola bars packaged in EcoTect board more than twice as long as other packages.

3 out of 4 shoppers thought products packaged in EcoTect paperboard looked the most organic or natural.

Need even more reasons to enhance your brand in a more natural, environmentally responsible way?

1. With a lower density per caliper than traditional substrates, EcoTect® board can offer significant cost savings.

2. It’s made from 100% recycled fibers (85% post-consumer), and it’s recyclable.

3. It makes images and colors pop and is a proven substrate in flexo, offset and digital technologies.

4. EcoTect paperboard’s optimum stiffness, flatness and bending endurance make it ideal for folding carton applications, but it also stands ready to eco-enhance deli trays, bakery boxes and even file folders. The result? Increased versatility with high-speed, machine-filling capabilities.

Technical Information

- Caliper range of 16 to 32 pt. with more options upon request
- Densities ranging from 3.4 to 3.8 for excellent yield
- Proven substrate for offset lithography, flexography and digital printing technologies
- Performs well in laminating and coating applications
- Meets FDA requirements for food contact packaging
- Dedicated product development team skilled at creating custom solutions
- A commitment to quality, responsiveness and service
- Multiple mill locations providing supply security
- Sourced from 100% recycled materials (85% post-consumer, 15% post-industrial)
- PiQET™ (Packaging Impact Quick Evaluation Tool) analysis available
- Available as chain-of-custody certified to any of the three fiber certification programs.
- Learn more at www.sonoco.com/environment