

GREENCOAT™ . . .

No Wax Allowed

wax alternative • poultry • boxes • retail • environment • economic • ice pack • patent • 



poultry



plants



seafood



Challenge:

A box industry challenge was to provide a viable alternative for waxed boxes. Traditional paraffin waxed boxes are on a path to extinction due primarily to their inability to recycle. Consequently they end up in landfills (or are burned as fuel). Since 2005, many leading retailers and grocers, including Wal-Mart and Albertsons, have been demanding an environmentally friendly alternative to wax coated boxes from their suppliers. In addition, New York City and other major metropolitan areas are also considering bans on waxed boxes.

The future is clear – wax replacement packaging of poultry, seafood, produce, frozen food and floral products will become a necessity. Moist environments create challenging conditions for any wax replacement box. Performance is critical, as is the price point.

Solution:

Interstate Container Cambridge did the improbable. They created GREENCOAT,

a patent-pending wax replacement that is effective, sustainable, 100% recyclable and cost effective. GREENCOAT meets or exceeds many wax performance benchmarks while remaining totally environmentally friendly. Global Green USA, a non-profit organization committed to addressing some of the greatest challenges facing humanity, praised the development in a recent press release. The announcement discussed Hunt's Point, NY, the world's largest food distribution center's move from non-recyclable transfer packaging to recyclable packaging.

Unlike traditional wax boxes, GREENCOAT wax alternative:

- Is 100% recyclable and repulpable
- Meets or exceeds most current waxed box performance
- Features state of the art high performance
- Integrates multiple use applications
- Provides proven moist condition tolerance
- Is compostable

- Immediately promotes environmental and sustainability efforts
- Saves customers disposal fees
- And is cost neutral

Additional benefits include reduced carbon footprints by eliminating pre-steps required for traditional wax coated or cascaded corrugated packaging, as well as by minimizing supply chain steps.

Let Interstate Container Cambridge work with your team to solve your custom ice pack and moist environment corrugated box needs.

Interstate Resources . . . We Can.



Interstate Container Cambridge is a business unit of Interstate Resources. Contact us at 410.221.7777 or GREENCOAT@InterstateResources.com.

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