

# GREENCOAT™ . . .

## Strength and Sustainability

water resistance • strength • greenhouse gases • wax replacement • recyclable • repulpable • 



### Challenge:

How can a packaging supplier “green” their impact on the wholesale transfer packaging supply chain and make a positive impact on the environment? If there is a solution, how can the packaging supplier distinguish themselves from all other packaging suppliers?

### Solution:

Packaging supplier Interstate Container Cambridge collaborated with major poultry processor Mountaire Farms to develop a patent pending, high-performance, wax replacement, recyclable box. This box has excellent meat release properties and, in tandem with a change from ice pack boxes to modified atmosphere packaging (MAP), has lowered costs, streamlined the supply chain and reduced an estimated 100,000 tons of greenhouse gases for Mountaire Farms. This is equivalent to a yearly savings of greenhouse gas emissions from 364,262 passenger vehicles.

umbrella, think of Interstate Container Cambridge. The logo represents toughness and durability while also portraying smart water repellent technology and environmental sustainability.

Considerable capital and many years were devoted to researching and developing their new GREENCOAT process. This cost neutral wax replacement procedure meets or exceeds most waxed box performance and is recyclable, repulpable and compostable. Custom retailer possibilities are endless when packing poultry, produce, seafood and many other products.



So look for the GREENCOAT elephant holding an umbrella, the new standard in wax replacement packaging.

You and GREENCOAT, working in tandem to help preserve the future.

Interstate Container Cambridge created GREENCOAT, a unique name that ideally portrays the application. GREENCOAT is environmentally sensitive in many ways. This brand is at the forefront of recyclable, greener packaging methods and initiatives. Interstate Container Cambridge needed to positively represent their wax replacement brand to illustrate its strength, water resistance, sustainability, and characteristics. When you see an elephant holding an

**Interstate Resources . . . We Can.**



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