

CARTONS OF INNOVATION



Discover how HAK, the leading Dutch plant-based food producer, chose to add carton packaging to its portfolio offering

HAK's ambition to accelerate the vegetable protein transition

HAK's mission is to accelerate the transition from animal protein to vegetable by increasing the portion of vegetables in consumers' plates. Increasing vegetable consumption has health and climate benefits. However, the current food shelf image isn't inspiring this growth. HAK knew that in order to achieve its ambition, the category needed a boost with an innovative, modern and sustainable solution. That's when HAK started considering carton packaging as the next innovation to add to its portfolio.

Positive consumer perception of carton packaging in the Netherlands

Beans and legumes in carton packaging is a very new concept for consumers in the Netherlands even though in some European markets like the Nordics, it is

a category standard with share of 75%¹. HAK conducted market research and discovered that Dutch consumers are perceiving carton packaging as a modern commodity. They find carton packaging an attractive, convenient to handle, stackable and sustainable solution².

HAK's colorful and affordable carton packs are disrupting the vegetable shelf

HAK launched six types of pulses in SIG carton packs: lentils, chickpeas, white beans, brown beans, mixed beans, black beans. The two pack sizes of 400ml and 200ml allow consumers to choose an appropriate quantity, which helps to prevent food waste. The packs have a colorful design that draw consumers' attention in stores. Thanks to a well planned brand communication and competitive pricing strategy, HAK is quickly building awareness and trial for the new product line.

Company:



Origin:

Founded in 1952 by the Hak family in Giessen, the Netherlands.

Category:

Vegetables and pulses of which quality, transparency and proximity are always the basis.

Achievement:

Since 2023 HAK is a B Corp: a certified company committed to a better world, with an eye for people, the environment and society.

Packaging portfolio:

Glass jar, stand-up pouches and carton packs.

Vision:

HAK believes that the world is a better place where you can live longer and healthier if everyone eats more vegetables and pulses. Their mission is to help as many people as possible eat more vegetables and pulses anytime and anywhere by making it easier and tastier.

¹Source: Euromonitor; share of liquid carton in shelf stable beans in Norway, Finland and Sweden in 2023.

²HAK Internal Market Research in 2023.



Sustainable added value of SIG carton packaging

HAK opted to use SIG SafeBloc carton packs to ensure its pulses products are optimally protected to retain their high quality over a prolonged period. The high share of renewable materials and resource-efficient carton packaging results in a significantly lower CO₂ footprint³.

HAK is the first vegetable producer among SIG's customers to use the sustainable packaging material SIG Terra SafeBloc Forest-based polymers. Over 90% of the packaging material is forest-based – including polymers linked to forest-based renewable sources via a certified mass-balance approach.



Nicole Freid, CEO at HAK:

"As we strive to accelerate the protein transition from animal to healthier and environmentally-kind pulses, we aim to set a new packaging standard in this category which makes eating pulses even more accessible. By offering our consumers the latest sustainable packaging solution from SIG, we ensure the packaging perfectly complements our plant-based food portfolio in a contemporary and refreshing way."

³Based on the results of a comparative ISO-compliant, critically reviewed LCA of retort food carton vs. other substrates: https://cms.sig.biz/media/14543/lca-food_sig-final_report_incl-critical-review.pdf

⁴Full comparative life cycle assessment of sterilised food packaging systems on the European market: <https://www.sig.biz/en/carton-packaging/sustainability/life-cycle-assessments>



TONS of benefits

Sustainability

Smaller carbon footprint than alternative packaging⁴

Convenience:

Easy to carry, handle, store, and dispose of for recycling

Efficiency:

Space-saving carton pack shape. More packs on shelf and pallet.

Explore more benefits by visiting [sig.biz](https://www.sig.biz)