

unique packpaper

special edition  
US Pittston

Plastics  
Packaging  
Sustainability  
Circular Economy  
Trends  
Technology  
Decoration

# upp

The magazine for professionals



**Show the world your good side**  
Innovative packaging solutions for  
a sustainable future

**greiner**  
PACKAGING

# Global expertise

## Local excellence

Greiner Packaging Corporation operates out of Pittston, Pennsylvania, and has been providing innovative packaging solutions to food and manufacturers across North America since 2013. Pittston provides comprehensive services across the US and Canada, supporting a diverse range of clients with a dedicated team of professionals.

### International reach and experience

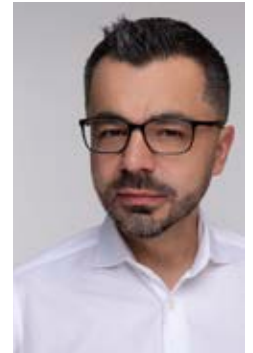
Greiner Packaging is one of three divisions of Greiner AG, and as such, draws on a stable global structure and financial network. Greiner was established in 1868 in Germany and has been 100% family owned since its founding. Its continuous growth is based on a factor which makes the company stand out with its diversification of products and market segments.

Established over 60 years ago, Greiner Packaging has 30 manufacturing facilities in 19 countries worldwide and employs close to 5,000 people. In 2023, the company achieved an annual turnover of \$923 million (incl. joint ventures).

### International sustainable cooperations



**ALLIANCE  
TO END  
PLASTIC  
WASTE** 



**"We are proud to be part of Greiner Packaging, a truly international company which has been delivering successful and sustainable innovative packaging solutions for over 60 years. Greiner Packaging Pittston leverages the area's large number of highly skilled individuals to build upon its reputation for producing high quality plastic packaging using state-of-the-art technology."**

**Admir Dobraca,**  
President &  
General Manager,  
Greiner Packaging USA

## The Greiner Group

The Greiner group of companies had a turnover of \$2.3 billion in 2023.



Good products deserve great packaging.  
**We're Greiner.**  
The sustainable packaging partner for impactful brands who aren't afraid to show it.



## From Pittston to wherever good products are sold

**Established in 2013, Pittston, PA, is easily accessible from several highways and is only a short distance from the metropolitan areas of New York City and Philadelphia.**

Pittston's customers range from North America's largest dairy corporations to smaller independent start-ups, including clients in Canada and Mexico, who all choose to work with Greiner Packaging because the company offers flexible and competitive innovation solutions that support brands and enhance their sustainability credentials.

### US Certifications:





# Pittston offers packaging choice and flexibility

**Globally, Greiner Packaging offers solutions for 10 different categories of packaging, including bottles, trays and cups.**

Greiner Packaging's Pittston facility offers a variety of packaging technologies including thermoforming and injection molding, with direct print, IML (in-mold labelling) and Greiner's award-winning K3® cardboard-plastic packaging solution.

Pittston's customers range from North America's largest dairy corporations to smaller independent start-ups who all choose to work with Greiner Packaging because the company offers flexible and competitive innovation solutions which support brands and their sustainability credentials.

Greiner Packaging Corporation has successfully partnered with a variety of customers ranging from established category leaders who pursue an omnichannel approach with international distribution to emerging customers who took the risk to evolve their part-time passions into successful commercial ventures.

## The sky is the limit

Typical end-user dairy products include: yogurt, cheese, dips, and spreads, plus value-added snacks such as vegan ready-to-eat cookie dough, new spins on traditional cultured dairy products, and category-leading cereals.

## Material variety

We process a wide range of materials, including PP, r-PP, PET, r-PET, HDPE, and r-HDPE, offering innovative and sustainable solutions for various requirements.

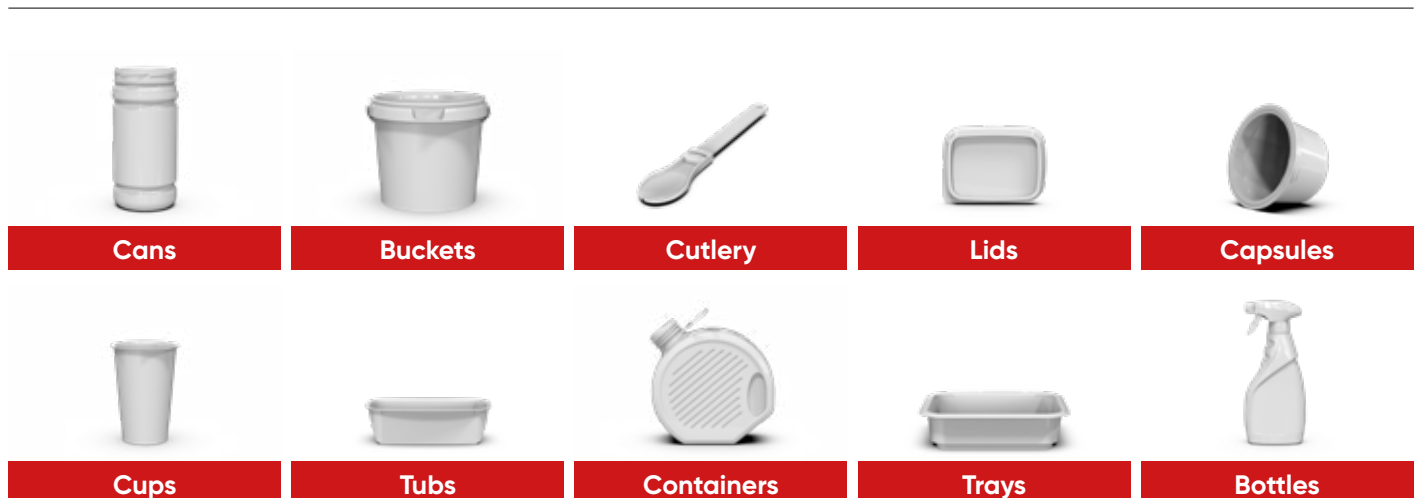


**"Greiner Packaging provides rigid plastic packaging solutions that help global food, beverage and household brands protect their products – and the environment – with sustainable packaging solutions that don't compromise on quality or feel."**

**Our forward-thinking design and R&D services, diverse production and decoration technologies, and global footprint and reach make us the ideal partner for bold brands who want to stand out sustainably."**

**Admir Dobraca,**  
President & General Manager,  
Greiner Packaging USA

## Product range





**“Given the inherently low ecological footprint of our product, the choice of packaging was a natural extension of our commitment to sustainability. That’s precisely why we opted for Greiner Packaging’s K3® cup, which aligns seamlessly with our ethos of responsible and environmentally conscious practices, its clear sustainability credentials were a significant factor in our decision-making process.”**

Karim Khalil,  
Founder of Yaza



**“Right from the start, we chose to pack our single-serve naturally authentic yogurt in sustainable glass pots, which are loved by our consumers, but for the new launch of our 16oz probiotic strained yogurt, we chose Greiner Packaging’s sustainable K3® cardboard-plastic combination.**

**We wanted to add a probiotic variant and at the same time be able to offer a more accessible price point, while competing with other larger yogurt tubs commonly available in most retail locations. Choosing reclosable K3® was a major factor in the development of this new two-flavor range, as its 100% recyclability and premium look and feel fit so well with our and our consumers’ values.**

**Working with Greiner Packaging at its Pittston facility has enabled Nounós Creamery to diversify its portfolio and gain momentum in the competitive U.S. retail sector.”**

John Belesis,  
Co-founder of Nounós Creamery

# We help growing brands take bold leaps. Sustainably.

## Greiners key packaging solutions in Pittston

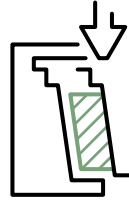


### K1 Dry Offset Printing

Since 2017, Greiner Packaging USA has offered the most advanced dry offset printing technology on the market today.

Dry Offset ultra brilliance technology delivers high production efficiency and excellent results.

The machines in the Pittston factory are capable of printing up to eight colors including a white backer pre-print, which adds brilliance and clarity to artwork printed on clear cups. Photographic quality images can be reproduced without blurriness or any distortion of original customer artwork.



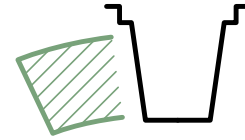
### K2 In-Mold Labeling (IML)

For 27 years, Greiner Packaging has been perfecting its in-mold label processes, and Pittston has offered this solution since 2015.

With IML technology, products are molded and labeled simultaneously, resulting in shorter production times and lower costs. The technology allows customers to have high-definition graphics with a matte, gloss, rough, or soft touch label.

Pittston has the capability to produce IML products to meet every customer's specific needs.

In 2020, Pittston began manufacturing IML lids which are extremely popular, particularly for dairy manufacturers offering family packs.



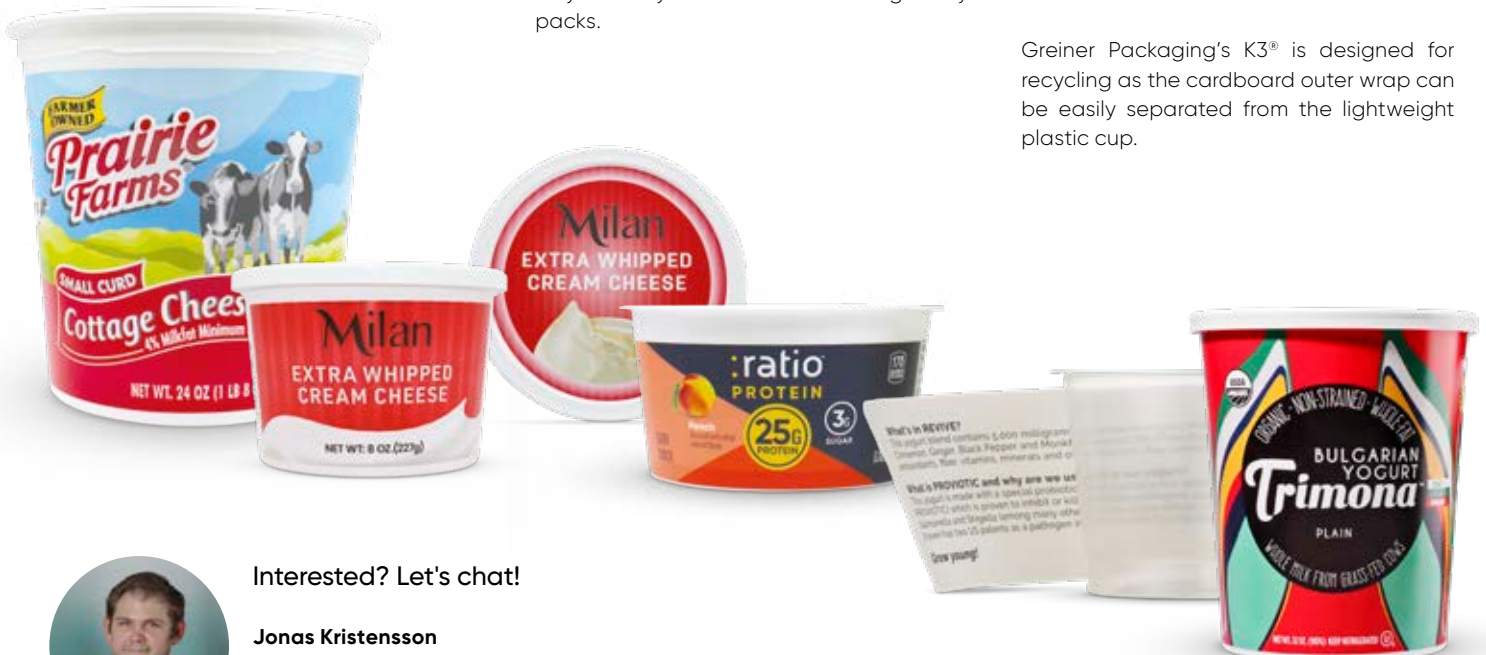
### K3® Cardboard-Plastic Combination

Thanks to its innovative, patented tear-open system, K3® delivers the ability to easily separate the plastic and cardboard components. A greatly reduced plastics content contributes to lower CO<sub>2</sub>e emissions, while a high level of stability is guaranteed through the durable cardboard wrap.

The cardboard surface provides a pleasant feel and provides outstanding printing capabilities for a premium appearance and unparalleled marketing opportunities.

Pittston has been manufacturing K3® since 2018 and it has already become a firm favorite with many American customers and their end-use consumers.

Greiner Packaging's K3® is designed for recycling as the cardboard outer wrap can be easily separated from the lightweight plastic cup.



Interested? Let's chat!

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# Revolutionizing Packaging Sustainably

## Greiner Packaging's K3<sup>®</sup> Cup

In a competitive market, innovative packaging can set a brand apart. Greiner Packaging's K3<sup>®</sup> cup achieves this with a unique combination of a cardboard outer layer and a thin plastic inner cup. A sustainable cup that satisfies the customer's desire for a paper-like feel. The cardboard wrap provides stability, allowing the cup to be made with thin walls, significantly reducing plastic content.

The wrap can be easily removed, allowing for 100% recyclability when separated and disposed of by the consumer. Additionally, the cups are always either white or transparent, making them top-quality recycling material once the cardboard wrap is detached. But that's not enough: the cardboard wrap can be printed on both sides and custom-finished for maximum visual appeal.

### New tear-tab solution makes K3<sup>®</sup> even more user friendly

The new, patented tear-tab simplifies the separation of cardboard and plastic components, making it easier for consumers to recycle effectively. The user-friendly tear tab allows for quick detachment of the outer cardboard wrap from the plastic cup, ensuring both materials can be disposed of in their respective recycling streams.



Scan for more about the K3<sup>®</sup> cup:





## Packaging innovation – your product, your way...

### Introducing DesPro: Design & Prototyping department

Greiner Packaging's in-house design agency DesPro combines creativity with technological know-how, developing innovative, functional and inspiring packaging concepts that can be technically implemented.

#### Smart product solutions that go one step further

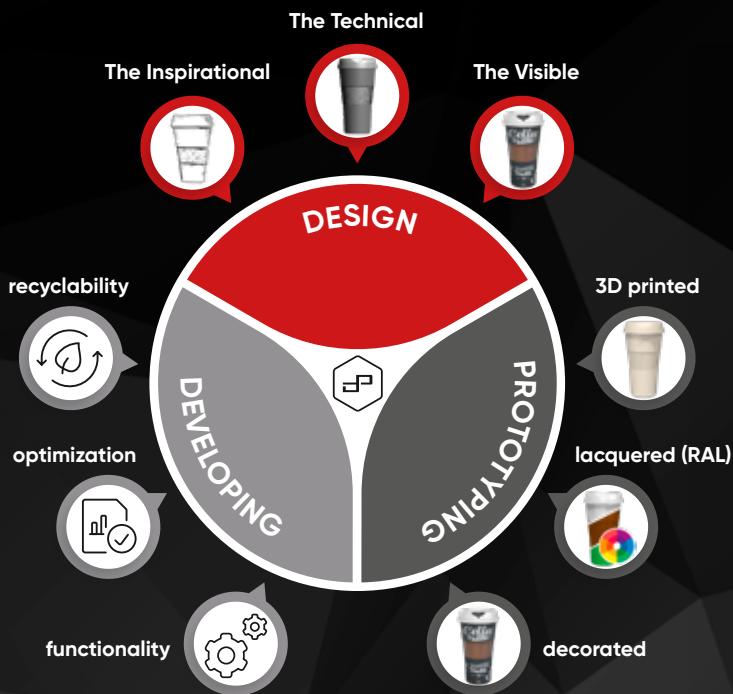
Today's food brands are interested in innovative and sustainable improvements for their packaging. DesPro are experts in packaging optimization in terms of weight reduction, logistics improvement, potential savings, less plastics, improved recyclability, etc. Unique designs are developed according to customers' specific wishes, and while offering product optimization, DesPro can also design-in convenience and improved functionality.

"DesPro's innovation & development team has more than 20 years of experience in packaging creation. From first scribbles to photo montages, 3D design and renderings to prototypes – DesPro combines creativity with technical know-how and is not just ensuring eye catchers but also guarantees for the feasibility of the idea."

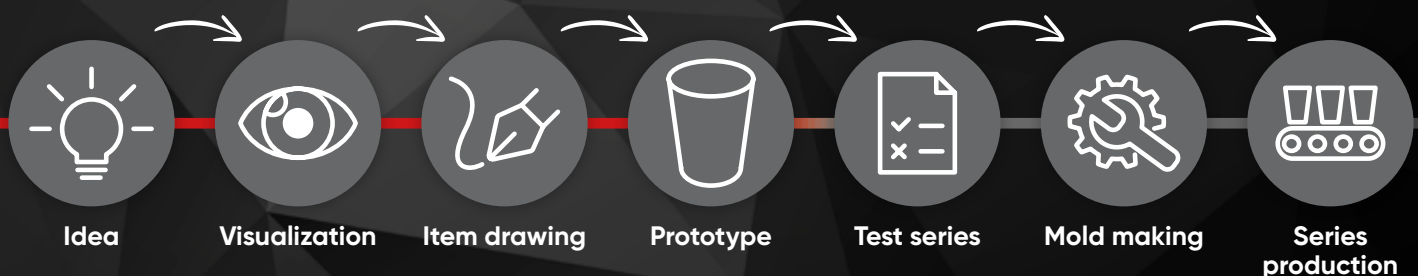


Stefan Ebli,  
DesPro Head of Design & Prototyping Services,  
Greiner Packaging

#### DesPro Service Circle:



#### One-Stop-Shop: from the idea to your perfect product:



# What potential is in your packaging?

## Optimization for a sustainable solution

### Packaging optimization

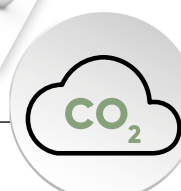
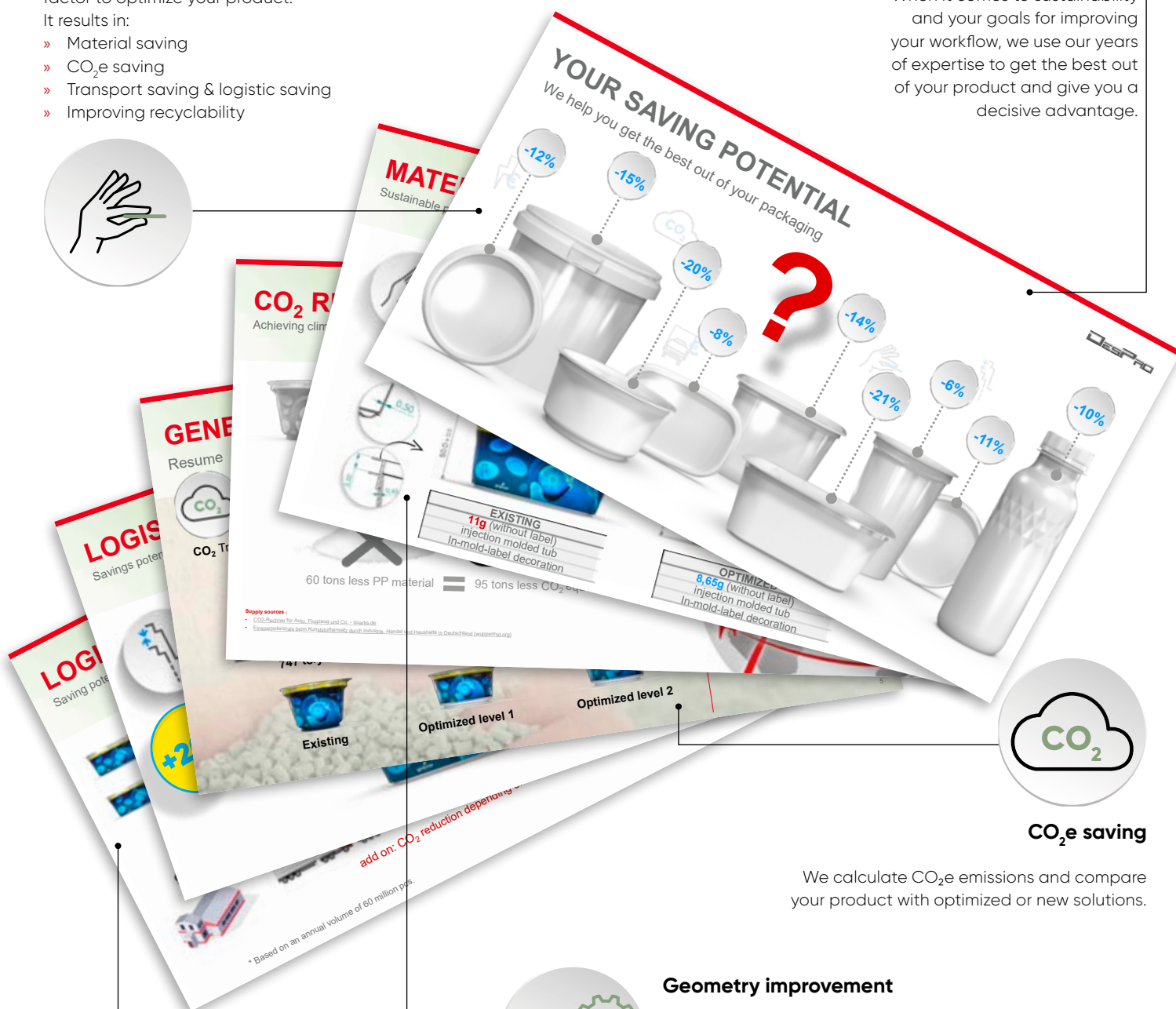
This is the most important and relevant factor to optimize your product. It results in:

- » Material saving
- » CO<sub>2</sub>e saving
- » Transport saving & logistic saving
- » Improving recyclability



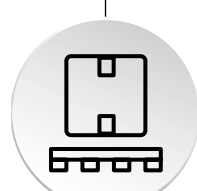
### Finding your saving potential

When it comes to sustainability and your goals for improving your workflow, we use our years of expertise to get the best out of your product and give you a decisive advantage.



### CO<sub>2</sub>e saving

We calculate CO<sub>2</sub>e emissions and compare your product with optimized or new solutions.



### Logistic saving

We visualize the logistical saving potential from delivery and stock to delivery to the retailer.



### Geometry improvement

We have many levers to make your product even better. We use these with a view to sustainability and for your best possible advantage.

Visit our website:



## Sustainability ambitions

### Reduce, Reuse and Recycle

#### Creating a circular business

All packaging used in the United States needs to be recyclable by 2025 and has to include recycled content by 2027. This legislative landscape perfectly aligns with Greiner Packaging's goals and the business has already achieved a great deal to reduce, reuse and recycle.

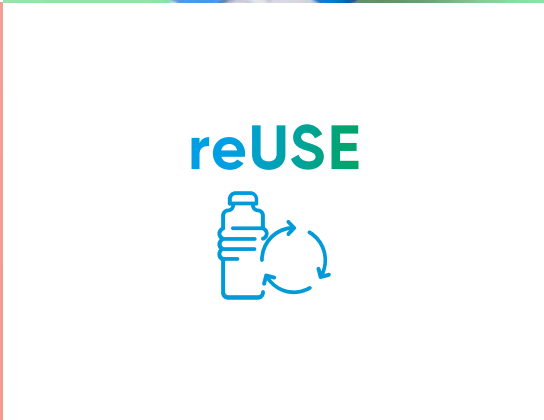
Greiner Packaging Pittston actively works to produce competitively-engineered products with high recyclability and improved weight reduction/CO<sub>2</sub>e impact.

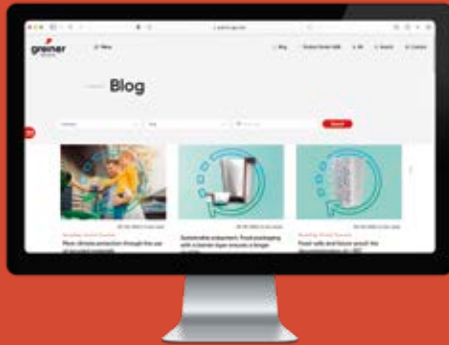
Greiner Packaging's aim is to create a circular business, innovating to maximize packaging recyclability.

Greiner designs packaging for recycling and in Europe is already compliant with the European Packaging and Packaging Waste Directive. The company's experience in meeting and exceeding Europe's stricter rules and regulations benefits Pittston which already offers a number of packaging solutions which can positively benefit a brand's sustainability credentials.









## Greiner Packaging Blog

Discover the latest insights, trends, and innovations in packaging. Stay up-to-date and immerse yourself in the world of packaging solutions with our blog!



[greiner-gpi.com/en/Newsroom/Blog](https://greiner-gpi.com/en/Newsroom/Blog)

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225 Enterprise Way  
18640 Pittston  
USA

## Imprint

**Owner, editor, publisher and editorial office:**  
Greiner Packaging International GmbH,  
Greiner Straße 70, 4550 Kremsmünster, Austria,  
[greiner-gpi.com](http://greiner-gpi.com)  
**Court of Reg.:** Landesgericht Steyr  
**Reg. No.:** 176889g  
**Responsible for content:** Jörg Sabo

**Photos & Graphics:** Greiner Packaging, shutterstock, freepik, Yaza Foods LLC  
**Artwork:** DesPro, Greiner Packaging International  
**Printing:** Scranton Printing Co., 1225 Penn Avenue Scranton, PA 18509, [spco@scrantonprinting.com](mailto:spco@scrantonprinting.com)

Subject to alterations, errors and misprints.