

## EARTHBOARD TAKES A BATH WITH HUGO NATURALS' PRODUCTS

A new kind of sustainable packaging is finding a home with **Hugo Naturals**. In March, **Smart Planet Technologies**, Irvine, CA, announced the U.S. commercial availability of *EarthBoard*, a packaging material made of recycled paperboard and with a printable mineral-based layer that's FDA-compliant for direct food contact.

According to business development manager Todd Gasparik, that crucial grease- and moisture-resistant mineral layer is made of calcium carbonate. Also known as calcite, it is extracted from limestone. *EarthBoard* is available in extrusion-coated or laminated versions applied over 100% recycled fiberboard.

One of the first customers for *EarthBoard* is Hugo Naturals, a San Francisco area marketer of all-natural bath and body care products sold at **Whole Foods Market** and elsewhere. The new packaging fits naturally into the company's tagline: "good for your skin and good to the earth," said Hugo Naturals president and founder Debra Saavedra in an exclusive interview. "Consumers already tell us that this packaging is an added value for a product they already love."

The company will use *EarthBoard* for approximately 25 SBS cartoned products starting with a handled gift pack of two bottles of product that debuted in March. The pack's 20-point board is offset-printed in seven colors and converted by **Imperial Printing**. Back-of-carton copy carries explanatory that

*Gift Packs packaged in EarthBoard are the first of 25 items Hugo Naturals is converting from SBS paperboard.*

declares "No Trees Felled – No Formaldehyde – High Recycled Content." Saavedra explained that formaldehyde is commonly used to produce paperboard from wood.

"The quality is the same as before, if not better, and we can showcase our products in a cutting-edge way," said Saavedra. "There are no drawbacks."

After the success of its initial foray, the company plans to expand the material's marketing to the front of the packages. Its next project will be standalone product displays made from *EarthBoard*, Saavedra added.

In an agreement unveiled in March, **Menasha Packaging's** Folding Carton Group will offer *EarthBoard* to its customers. **Packaging Strategies' Perspective:** Look for the number of companies turning to packaging to assist in their overall sustainable messaging to swell in the months ahead. **PS**

