Your GreeNest solution

Naturally sustainable
Our new GreeNest® carton uses exciting innovative technology to produce a completely natural product made with 50% grass fibers.
Nearly as natural as the eggs inside

We get our grass fibers from selected grass grown in protected wilderness areas, so we are not taking any grass from livestock. What’s more, this grass has not been fertilized or treated, so it is completely natural – making it a perfect partner for organic or free-range eggs. By sourcing our grass from nature reserves, we help the organizations that run them, benefitting everyone, including your customers.

New thinking for a new carton concept

By using natural grass fibers to make up half of our carton material, we have cut back on the amount of recovered paper that we consume, reducing resource pressure on forest products. Our brand new GreeNest production line has also lowered the overall carbon footprint for production by 10%.

The GreeNest sustainability advantage continues through the carton’s life cycle. Fully home-compostable, the used carton can also be recycled into a new packaging product or other paper item, further helping to safeguard forests from over-exploitation.
Designed for optimum communication

There is more space available for labeling on our Smiley label carton design. This means that, whatever story you want to tell, you can fit more of it on our GreeNest carton, and you can say it with a friendly smile, too.

Your customers will love the carton, and it is not just the distinctive Smiley label look that will please them. When shoppers see and feel the real grass fibers in our new carton, they’ll think about green fields. They will remember that your eggs are part of nature’s bounty, and they will know that the carton they are holding is the most natural place for those eggs to be.

The GreeNest egg carton idea

Made with 50% grass fibers

- Grass sourced from nature reserves
- Recyclable and home compostable
- Patented production technology
- Ideal choice for specialty and organic eggs
- Carbon footprint cut by 10%
Safe and sound

When you put your eggs in our carton, you know they are in an environment designed specifically to protect them. From the sturdy nature of the carton material to the snug cell shape that holds each egg, the GreeNest carton is designed with your product safety in mind.

GreeNest cartons are currently available in 6, 10 and 12 eggs.

1. **Distinctive T-shape**
   Strengthens carton structure

2. **New design locking mechanism**
   For optimum closing and extra egg protection

3. **Optimized cup cell shape**
   For maximum protection of the eggs

4. **Tailored base**
   For optimum processing on the latest egg grading machines

5. **Greater communication surface**
   For optimum branding and product experience

6. **Smiley label**
   For optimum communication

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