



FOOD & BEVERAGE PACKAGING

MCDONALD'S DELIVERY CUFF

Every day, McDonald's stores in the UK receive hundreds of thousands of online orders. While its prepacked delivery bags used to be sealed with a plastic sticker, they are now held closed with a practical closure made of recycled cartonboard Browncolor from MM Board & Paper. The delivery cuff, developed by Huhtamaki, consists of a folding carton board with two adhesive strips on the back that protect the contents against tampering. After delivery, the customer can open the bag with ease using the two tear strips.

The box closure isn't just a more sustainable solution for the safe delivery of McDelivery products; it can also be packed completely flat, thus saving on logistics costs and CO₂ emissions.



BOARD & PAPER



MM Board & Paper (Mill: MM Kotkamills)



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