

WESTROCK INNOVATIVE SOLUTIONS

EnShield® Natural Kraft

Food and Food Service

Grease resistant. Planet friendly. A win-win, naturally.



2X MORE

French Fry consumers prefer brown packaging over white¹



33% MORE

Hamburger consumers prefer brown packaging over white¹



52% MORE

Pie consumers prefer brown packaging over plastic¹



61% MORE

Donut consumers prefer brown packaging over plastic¹

WestRock EnShield® Natural Kraft paperboard serves up your food in a way that appeals to consumers' eyes, palates, and minds. How? It resists grease and oil stains by providing the same protection as poly-coating—but much more sustainably. Plus, our proprietary research shows that today's eco-conscious consumers prefer packaging with an all-brown, natural look. So, start winning them over with EnShield Natural Kraft.

Oil and Grease Resistance

Kit 12 rated oil and grease resistance prevents unappetizing packaging stains from detracting from your food.

Natural Appearance

All-brown kraft exterior and interior provide an attractive, natural look that appeals to eco-conscious consumers.

Moisture Vapor Barrier

Highly effective moisture vapor barrier—critical for bakery applications with a longer shelf life.

Environmentally Friendly

100% recyclable, repulpable and polyethylene-free, which increases end-of-life options.

¹WestRock 2017 Natural Packaging Consumer Study

For more information, please contact us at:
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