The cartons are where printed by GPI using 6-color, sheet-fed offset and varnish using our .022 caliper Aqua-Kote beverage-grade paperboard, making for a tough playing package in the sports drink arena.

The cartons are packed using Graphic Packaging's Quikflex™ 200 Packaging System; the new, versatile, mid-speed cartoning system that was specifically designed to help companies of all sizes improve speed to market for new products and packages.

The Gatorade Company, the world's largest manufacturer of thirst quenching, sports drinks has drafted GPI's Fridge Vendor as its new player for marketing its 12 ounce / 12 Pack "All Stars" line of Thirst Quenchers.

The bright, new graphics of the Fridge Vendor packaging help Gatorade raise its shelf-appeal in a crowded beverage category. Gatorade is the first sports drink to be packaged in a Fridge Vendor carton and its goal is to attract consumers with Fridge Vendor's bold, eye catching graphics and consumer convenient design.

Gatorade’s Fridge Vendor Carton has been introduced into test market with three flavors: Strawberry, Orange and Berry. The "All Stars" line of product is targeted at the "tweens" market of consumers, generally youthful consumers between 8 and 12 years old.

To emphasize the new package's advantages, the graphics for Gatorade's "Cooler Pack" is tagged-lined with "Fits in the Fridge" underscoring the key advantage of having cold, drinkable product, readily available for active, thirsty consumers.

Gatorade Signs Graphic Packaging's Fridge Vendor® for All Stars® Team of Thirst Quenchers

Contact for more info:

Keith Brimble
Tel +44 (0)7771 901493

Graham Hand
Tel +1 770 795 3823