



PAPERTECH

DUAL-OVENABLE TRAYS  
FROZEN ENTREE

# A Guide to Sustainable Paper Trays for Frozen Foods:

How to Thrive in a Changing World by Successfully Switching to Pressed Paperboard



# The world is changing.

Consumers want eco-friendly products and they're willing to pay for them. Also, sustainability mandates are tightening and states are enacting costly food packaging regulations. However, companies may fear that switching to a paperboard tray could be disruptive.

## The good news?

Switching to recyclable pressed paperboard trays is simple. It also keeps your frozen food production rolling, protects your product quality and preserves your brand's reputation — all while staying ahead of changing consumer behaviors and regulations.

## This guide will show you:

-  How changing consumer behavior and regulations are driving sustainability
-  How dual-ovenable paper trays are engineered to withstand the freezer and oven
-  How pressed paperboard trays can integrate seamlessly into existing production lines
-  Why domestic suppliers are critical to a successful transition



**Certified Sustainable:**



# Plastic is piling up.

**400 M  
Metric Tons**

of plastic are produced  
worldwide every year  
*Less than 10% is recycled*

Paper packaging  
in the U.S. has a  
recycling rate of **74%**

Plastic packaging  
in the U.S. has a  
recycling rate of **5%**

This massive recyclability gap isn't just an environmental statistic. It's a warning sign. Regulators, retailers and consumers are demanding a change because living in a world with landfills full of plastic is not sustainable.

Switching to sustainable paper trays isn't just about going "green." It's a strategic advantage for your business to stay ahead of regulations before they impact your operation.

Paper trays are recyclable and made from renewable fiber, which demonstrates a commitment that resonates with consumers, retailers and a company's sustainability goals. This helps you reduce risk and secure long-term stability while staying cost-competitive with traditional plastic.



# New laws are emerging.

Non-recyclable packaging is becoming more costly.

**12 States** have introduced EPR  
legislation for packaging

**7 Packaging  
Bills** have already been  
passed in the U.S.



## What is EPR?

Extended Producer Responsibility (EPR) laws shift the financial burden of packaging waste from cities to the companies that produce it. For food processors, this means non-recyclable packaging can trigger compliance fees, higher disposal costs and regulatory scrutiny — which will be passed down to your company.

# Shoppers' habits are evolving.

Sustainability directly impacts purchasing decisions.



Consumers are choosing brands that match their values. Packaging is the first impression and paper trays send the right message.

## Consumers want packaging they can feel good about.

This is a huge opportunity for brands that want to project a healthier image and stand out on the shelf.

## PaperTech's sustainable paperboard trays make it simple.

Our paper trays not only match an organic look and feel with natural paper appearance, but they also have the structural rigidity and moisture-resistant barrier coating to preserve product integrity for frozen food.

## The benefits start immediately:

-  **Loyalty and repeat business:** Shoppers reward values-driven brands, turning purchases into advocacy.
-  **Retailer support:** Sustainable products make it easier to secure shelf space and strengthen partnerships.
-  **Cost-competitive:** With consumers willing to pay more for eco-friendly products, you can invest in sustainability – creating a win-win where your business can thrive and consumers feel good about their purchase.

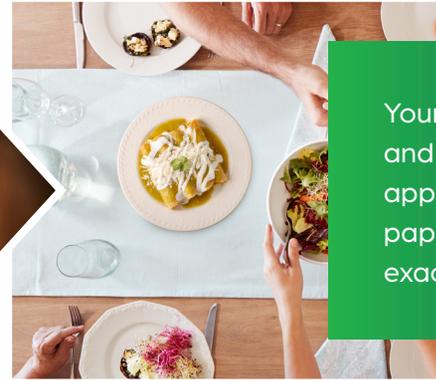
**71%** of shoppers deliberately choose products with sustainable packaging

**54%** of shoppers have consciously purchased products with sustainable packaging in the last six months

**60%** of shoppers said they would pay more for a sustainable good

# Shoppers aren't just buying meals.

They're buying the convenience of frozen.



Your customers want sustainability and convenience, but they still want an appealing product. Our dual-ovenable, paperboard trays help you deliver exactly that.

## Consumers want to make their lives easy.

Shoppers want high-quality meals that move straight from freezer to oven without extra dishes, mess or preparation time. Paper trays can perform in the extreme cold (freezer) and extreme heat (oven and microwave) to keep your food the star of the show and help turn customers into loyal, repeat buyers.

## PaperTech dual-ovenable pressed paperboard trays:

-  Our trays are designed with rigid corners, durable flanges and tightly compressed pleats to form the structural integrity needed for a suitable seal.
-  Maintain integrity from  $-40^{\circ}\text{F}$  storage to  $450^{\circ}\text{F}$  ovens, ensuring safe, consistent cooking and product quality.
-  Minimize unsightly cracks or dents in the tray that could reflect badly on your brand.

**60%** of Millennials  
prioritize convenience  
when shopping for food

**61%** of Gen Z  
prioritize convenience  
when shopping for food

**83%** of Shoppers  
say frozen foods simplify  
meal planning

# Your production needs to continue running smoothly.



**\$30–50k**

is the average cost per incident due to halted lines from packaging malfunctions

**15–25%**

reduced output per hour from downtime caused by inefficient automation

**74%** of consumers associate poor packaging quality with lower product quality, potentially affecting repeat purchases

## Make your product stand out with Print-On-Tray capability

Our in-house printing allows you to eliminate steps in your process and deliver a product that makes a lasting impression. How? Print nutritional labels, brand details and QR codes directly onto your paper trays.



## Worried that switching to paper trays will slow your line or compromise product quality?

The truth is that with the right supplier, you can make the switch without suffering through the jams, misfills, poor seals and other challenges that could disrupt production.

## PaperTech paper trays are engineered to proactively address these problems.

### Seamless integration with automated lines

Our durable paper trays are engineered for high-speed lines, sealing machines and stacking ability to minimize jams and line stoppages. Each tray is precision-designed for consistent performance from processing to shipping.

### Strength and durability through handling, freezing and heating

Our dual-ovenable trays feature enhanced moisture resistance and barrier coatings that prevent cracking and deformation, reducing product damage. Reinforced pressed paperboard lowers breakage and inconsistency by up to 60% compared to EPS or thin plastic trays.

### Easier filming with a product-preserving design

Engineered for both function and form, our trays include reinforced flanges that accommodate film, ensuring a tight seal that protects product quality from production to shelf to table.

# Your supplier should help you move faster.

Packaging delays can stall production, disappoint customers and cost you business. That's why having a U.S.-based supplier isn't just convenient — it's essential.

## How does a domestic supplier help?

-  **Reliable supply without overseas delays**
-  **No tariffs or hidden costs**
-  **Lower carbon footprint, higher sustainability**
-  **Strict quality standards you can trust**
-  **Supports American jobs and communities**

## Small enough to care. Big enough to deliver.

If a supplier is too small, they might not have the manufacturing muscle to handle your order. But if a supplier is too big, you might get slow responses and an impersonal customer experience.

## The right supplier is one with:

-  **Flexibility and responsiveness to prioritize your needs**
-  **Customer-centric experts who can solve your problems**
-  **Manufacturing capabilities that can deliver at scale**

## U.S. frozen food market projected growth:

**\$89 billion** in 2025 to **\$132 billion** by 2030 (CAGR of 8.1%)

## From our 150,000 sq. ft. facility in Ohio, we combine agility with scalable production to give you:

-  **Proximity:** Reduced shipping delays and costs
-  **Capacity:** State-of-the-art equipment plus ongoing investments to increase output
-  **Speed:** Agility for quick adjustments and on-time orders
-  **Expertise:** Engineers and specialists dedicated to your packaging process
-  **Confidence:** Domestic supply shields you from global shipping risks



When production lines are running, waiting weeks for overseas shipments isn't an option. Our U.S. manufacturing and customer-centric philosophy means you get what you need, when you need it.

# Looking to simplify your switch to paper trays?

Let's talk about setting up your packaging process with a sustainable paperboard tray.

Scan the QR code below or visit [papertrays.com](https://papertrays.com), and our team will quickly respond to your message. If you're interested in speaking with an experienced representative, just give us a call at **(419) 423-4030**.



# The right supplier can make big transitions feel simple.

Switching from plastic, foam or aluminum trays to paper has never been easier or more impactful. Working with a responsive supplier with decades of paperboard experience helps ensure a seamless transition, keeping your production smooth and your brand at its best.

**With PaperTech, you get sustainable paper trays engineered to handle the rigors of your frozen foods production line, and you get expert engineers and friendly reps that care about your business.**

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