

Most Innovative Food Packaging Product

Cartonney Box bv

Netherlands



When you consider that approximately three billion pizzas are sold each year in the United States alone, the ability to recycle the pizza box will have a tremendous impact on the environment.



Before the invention of the Cartonney Box, the traditional square pizza box had remained unchanged for more than 60 years. With some small alterations, first-time inventor Ton Kooiman improved the existing design to help keep pizza warmer for longer whilst also making it more environmentally friendly and sustainable.

The Cartonney Box was invented in 2017 by Ton Kooiman, a Dutch manufacturer with a background in restoring musical instruments and developing accessories for instruments. After working late one winter evening, Ton was disappointed by how quickly takeaway pizza gets cold in the box and so decided to make a few modifications. At first, he cut a small hatch at the back of the pizza box to allow him to remove one slice of pizza whilst keeping the rest warm and sealed, but he soon discovered that reaching the next slice was a problem. However, the next time Ton ordered a pizza, he was more prepared. In addition to cutting a hatch, he made a turntable out of card so that he could rotate the pizza, allowing him to get all eight slices without opening the box and letting the heat escape.

Following this experiment, Ton decided to run a few tests. The next time he ordered pizza, he used a thermometer to record the temperature. Ton triumphantly discovered that by the eighth slice, his improvements helped keep the pizza almost twice as hot as the traditional box. It was then that he started thinking about a patent. At this stage, Ton then discovered the environmental benefits of the Cartonney Box. Unlike traditional pizza boxes, the Cartonney Box can be recycled. This was not previously possible because the box gets too greasy. However, due to its unique construction, the turntable underneath the pizza catches the grease and can be disposed separately, allowing the clean box to be recycled.

Today, the Cartonney Box is working with some of the biggest pizza franchises and wholesale companies in the world. Judge Andrew Walsh commented: "When you consider that approximately three billion pizzas are sold each year in the United States alone, the ability to recycle the pizza box will have a tremendous impact on the environment. In addition, the ability to keep the pizza warmer for longer will also increasing customer satisfaction. For these reasons, I believe the Cartonney Box has the potential to be a real game changer in the food packaging industry."



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How a cold pizza led to an exciting new start-up



An interview with **Ton Kooiman (Cartonney Box)**

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We have all seen it in the movies or on a television series where the main protagonist orders a takeaway while they are working late trying to crack the case or finish a big job. But what if, rather than accomplish what you were already working on, that food for thought gave you the inspiration to invent something new? In 2017, that eureka moment happened for Ton Kooiman when he was working late – restoring musical instruments in his workshop – and decided to order a pizza. Since that fateful night at his home in Amsterdam, Ton has developed an innovative new pizza box that keeps the contents warmer whilst also offering environmental and sustainability benefits too. We spoke to Ton to find out more.

How did you come up with the idea for the Cartonney Box™?

Working hard and late one night, I ordered a pizza from my local Domino's. The delivery boy came up to the gate next to our farmhouse, and even smiled more after handing me the box and receiving his tip. It was mid-winter, so I felt the urge to cover the box to prevent it becoming cold as I quickly ran back inside my workshop. As I sat down to eat the pizza, I wanted to keep it as hot as possible to enjoy my short moment of relaxation. I cut a small hatch in the lid with my scissors from the work bench so I didn't need to keep opening the lid – letting the heat escape – each time I wanted a slice.

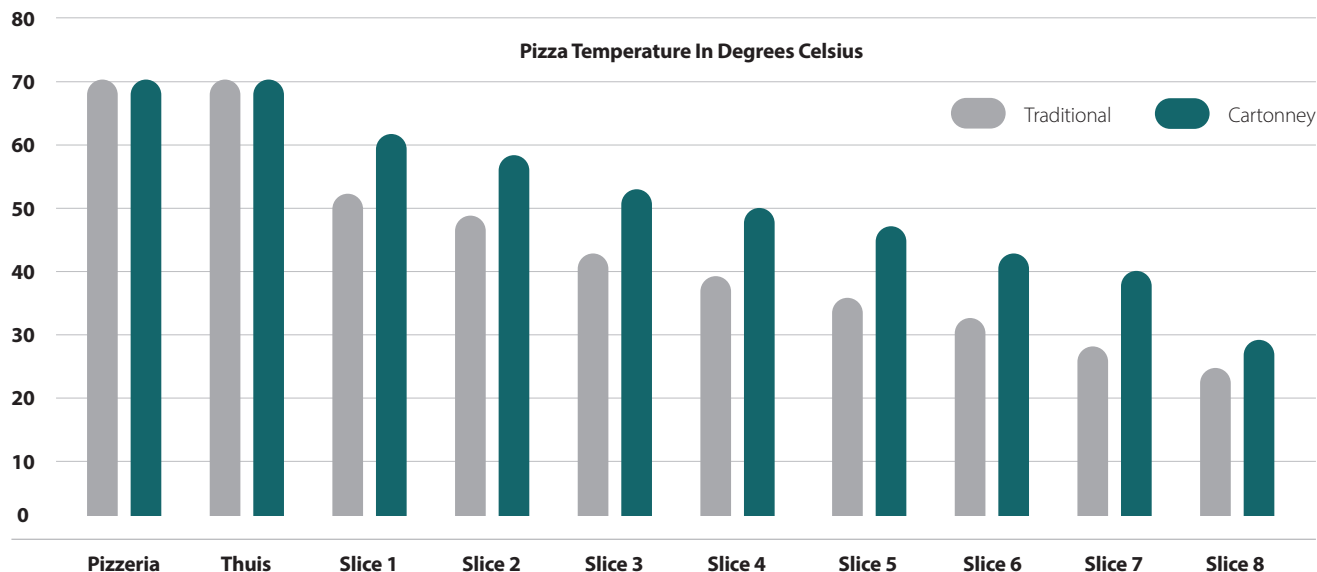
A few days later, I was working late again so I ordered another pizza. This time I had prepared a round cardboard disk. After making the small hatch, I slid the disk underneath the pizza, allowing me to rotate it to make it easier to reach the next slice. Following this experiment, I became even more curious. I bought a temperature meter to check how much longer it kept the pizza warm and next time I ordered pizza I recorded my findings in a graph. It was then that I started thinking about a patent.

However, it wasn't until much later that I discovered the true USP of our new pizza box. One of my business partners had a chance meeting with one of the specialists of the KIDV.

nl (The Netherlands Institute for Sustainable Packaging) and was informed that the ability to dispose of the box and the disk separately had huge advantages for sustainability. This concept could prove itself to be a great vehicle for society to become more aware of environmental issues.

How is the packaging more environmentally-friendly than traditional pizza boxes?

While the initial purpose of the turntable is to make it easier to get the next slice, it also has environmental benefits too. Because the turntable catches all of the grease and crumbs



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from the pizza, the original box is kept cleaner. This makes the recycling process easier, which is particularly important since China is no longer willing to recycle our greasy cardboard waste.

How extensive was the trial and error process?

The initial invention was done very quickly. But even a very simple looking packaging product appeared to have its challenges. I was asked to redesign and transform this invention into a product that could be turned from a single plain sheet of cardboard into a pizza box within six seconds – making it suitable for existing production facilities.

Was the box always going to be made from cardboard or did you consider other materials?

The box was always meant to be made from corrugated cardboard, but as the process is moving on, other possibilities are being considered such as hemp or bagasse. These decisions are to be made in the pizza franchises of course and could also have a significant marketing value.



How does the final product keep pizzas hotter for longer?

The new Cartonney Box™ looks the same as the old box. However, there is an explainer printed on the outside that informs pizza lovers to open a small hatch at the back of the box so they no longer need to open the entire lid to get a slice. This keeps the pizza warmer for longer by preventing the heat from escaping.

Also, when you order several pizzas to share – for a large family, party or maybe even an office lunch – there usually isn't enough space on the table for all the boxes. With the Cartonney Box™, you can stack the boxes on top of one another at different angles to still have access to all the pizzas and their various mouthwatering toppings. As heat rises, this also helps to keep the pizzas hotter for even longer.

From a commercial perspective, how does the price point compare to standard boxes?

The extra cardboard and production costs only a few per cent more, but the probable increase in price of 10 to 15% will be found in the extra costs of logistics. Reduction of costs on the other hand will be found in the possibility of recycling two-thirds of the amount of cardboard needed and this can be executed six to seven times before the fibres lose their strength. This reduction is not so much for the pizza franchises, but more for the cardboard recycling industry.



What are the main benefits for companies swapping to the Cartonney Box™?

The benefits can be found in the added value they want to bring to the market. It improves the quality of the pizza by keeping it hotter for longer. It makes a contribution to society by being more circular in their production and logistics. It also has value for marketing exposure and innovation. The box can also be opened in the traditional way as well, so customers do not have to change their habits if they are not ready for change.

Is there anything else you would like to add?

Great masters often say 'the journey towards your goal matters more than the destination'. I strongly believe this as the journey has already brought me so many new insights, introduced me to great people, and has helped me grow as a person. My underlying message for all entrepreneurs and inventors is: you can do this. Even in the children's book I wrote about this adventure, my message to the creative and dreamers of tomorrow is you can be an inventor and achieve your goals too.

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