

Huckleberry Roasters

Flexible PCR Packaging

Brewing Success: TricorBraun Flex Delivers Cost-Effective, Custom PCR Packaging Solution for Huckleberry Roasters

As coffee prices continue to climb — driven by adverse weather conditions and increasing global demand — brands like Huckleberry Roasters face a tough challenge: staying true to their values while keeping coffee accessible to their customers.

To navigate rising coffee costs, Founder and Co-Owner Koan Goedman said Huckleberry Roasters turned to their trusted partner, TricorBraun Flex, for a **cost-effective packaging solution** for their 12-ounce retail and two-pound wholesale bags that would also support the sustainability goals that are the heart of the brand.

Navigating Complex Packaging Regulations with a Sustainable Solution

Shipping coffee has become more complex than ever, according to Goedman, especially as Huckleberry Roasters ships nationwide, and each state has its own recycling regulations.



“One of our biggest challenges was finding a packaging solution that was both sustainable and compliant with varying state regulations. TricorBraun Flex provided invaluable guidance, to help us meet both of these requirements,” said Goedman.

Sustainability Without Compromise

TricorBraun Flex recommended a custom solution with **Post-Consumer Recycled (PCR) content layers** that provide the same level of durability, functionality, and barrier properties as traditional packaging materials. The cost-effective solution offers sustainability benefits and is ideal for meeting various state regulatory guidelines. Additionally, it **eliminates obligations on the end consumer** to find curbside recycling or store drop-off programs.

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“TricorBraun Flex has always prioritized open communication and has set clear expectations without pushing us into decisions. Running a small business is tough, and it’s refreshing to know they’re genuinely invested in our success. We get approached by alternative suppliers often, but we’ve never considered switching, and that’s a testament to TricorBraun Flex.”

– Koan Goedman

Founder and Co-Owner, Huckleberry Roasters



The PCR solution also incorporates standard white kraft paper and Linear Low-Density Polyethylene (LLDPE) as the inner layer, which is approved by the Food and Drug Administration (FDA) as safe for food and beverage packaging.

Bringing Bold Packaging to Life with Smarter Design and Production

Huckleberry Roasters was not only seeking a sustainable solution that met varying state regulations, but it was also embarking on a packaging rebrand. According to Goedman, “We take our work seriously, but we’re silly at heart, and our vibrant packaging reflects that fun and playfulness. Therefore, while focusing on being more cost-conscious, we wanted our bags to be colorful and engaging to set us apart on store shelves.”

To bring the brand’s vision to life, TricorBraun Flex collaborated closely with Huckleberry Roasters’ designers, ensuring the intricate design could be printed successfully. Initially, Huckleberry Roasters thought they had identified the most cost-effective approach, designing packaging with CMYK colors on the front and back while keeping the sides white. However, TricorBraun Flex’s extensive experience—not only in packaging but in optimizing design for cost-efficient production — led to a better solution for the brand. TricorBraun Flex advised that printing the sides separately would require additional cylinders, resulting in higher setup costs and longer production times. Instead, they recommended a full wrap of color around the package, streamlining production and ultimately **reducing costs**.

“Also, because paper has limitations when printing CMYK colors, TricorBraun Flex recommended using a layer of PCR polyester. This solution preserves the

paper’s feel while allowing the ability to print the vibrant colors Huckleberry Roasters desired,” said Tricia Beck, Packaging Consultant, TricorBraun Flex.

Goedman said, “I’m not a designer, but I had a clear vision of what the product should look like. Finding a partner who can execute that vision can be challenging, especially when a designer says an idea is impossible. TricorBraun Flex was different — they stayed fully engaged, offering a creative and collaborative partnership to make this vision a reality.”

Huckleberry Roasters values their partnership with TricorBraun Flex because it’s never felt transactional, according to Goedman. “TricorBraun Flex has always prioritized open communication and has set clear expectations without pushing us into decisions. Running a small business is tough, and it’s refreshing to know they’re genuinely invested in our success. We get approached by alternative suppliers often, but we’ve never considered switching, and that’s a testament to TricorBraun Flex.”

TricorBraun Flex empowered Huckleberry Roasters to elevate their brand with sustainable, cost-effective packaging that preserves their heritage and identity—to help keep their coffee accessible to consumers while supporting their continued growth.

Contact a TricorBraun Flex Packaging Consultant

At TricorBraun Flex, we are dedicated to offering tailored flexible packaging solutions that help to reduce environmental impact while delivering cutting-edge technology and design.

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