




A COMPLETE GUIDE TO SBS FOLDING CARTONS



Folding cartons are among the most versatile and powerful packaging formats available today. They do far more than simply protect a product: they provide a direct canvas for brand identity, offering shelf-appeal, tactile presence, and a premium unboxing experience. Among the many paperboard types on the market, Solid Bleached Sulfate (SBS) stands out as the go-to material for brands that demand exceptional print clarity, structural integrity, and the premium feel that elevates perceived value.

At Deluxe Packaging, we've leveraged nearly four decades of packaging expertise to deliver premium folding-carton solutions across industries—retail, food & beverage, healthcare, consumer goods, and beyond. This guide will explore what SBS paperboard is, why it's preferred for high-end packaging, and how industries across food, retail, and healthcare rely on it to deliver both performance and presentation.



What is SBS (Solid Bleached Sulfate)?

SBS, or Solid Bleached Sulfate, is a high-quality paperboard known for its smooth surface, bright white color, and its strength-to-weight ratio. It is produced from bleached virgin wood fibers, resulting in a pure, uniform substrate that is ideal for premium folding cartons. When compared to recycled or unbleached paperboards, SBS offers a pristine appearance and consistent performance, both of which are key attributes for packaging that needs to stand out on retail shelves while protecting the product inside.

Material Composition

SBS paperboard is made primarily from bleached chemical pulp that comes from hardwood or softwood fibers. During manufacturing, the pulp undergoes a bleaching process to achieve a bright white color throughout the sheet.

The most common structural layers of SBS folding cartons include a top coating and a bleached fiber core that enhances rigidity and reduces dusting. Optional barrier coatings can be added to improve moisture resistance or grease protection for food and cosmetic applications.





Packaging Characteristics

SBS folding cartons are valued for their premium look and reliable performance. Brands often choose SBS when they want their packaging to reflect quality, precision, and care. The features that define SBS are what make it the go-to substrate for brands that prioritize both protection and presentation. These characteristics include:

EXCEPTIONAL PRINT CLARITY

The smooth, bright surface allows for sharp text, rich color, and intricate design details.



SUPERIOR STRUCTURAL INTEGRITY

Despite its light weight, SBS maintains rigidity and shape under pressure, protecting delicate contents.



EXCELLENT FORMING AND FOLDING PERFORMANCE

The paperboard resists cracking and supports clean folds, even with complex designs.



COMPATIBILITY WITH FINISHING METHODS

SBS performs well with embossing, foil stamping, and other techniques.



SUSTAINABILITY ADVANTAGES

Many SBS boards are certified by the Forest Stewardship Council (FSC) and can support eco-conscious packaging goals.





Applications Across Industries

From gourmet confections to precision pharmaceuticals, SBS folding cartons appear across nearly every packaging type and industry.

Food Packaging

Food manufacturers often rely on SBS folding cartons for presentation and product safety. Because SBS can be coated with moisture and grease barriers, it's a popular choice for frozen foods, bakery items, chocolates, and ready-to-eat meals.

The clean interior reinforces the perception of purity and quality, which is vital for any product meant for consumption. Common applications where this can come into play include frozen dessert boxes, ice cream boxes, and beverage carriers or specialty tea packaging.

Retail and Consumer Goods

In retail packaging, SBS folding cartons deliver crisp printing and structural precision that reflect brand sophistication. From a minimalist matte finish to bold, glossy designs, SBS provides a suitable canvas for retail-ready packaging. In addition, its strength-to-weight ratio ensures that products remain secure during shipping and handling.

This option's printing versatility allows brands to differentiate themselves on crowded shelves. Popular uses include:

- Premium electronics and accessories
- Apparel and fashion boxes
- Stationery, toys, and small household items





Pharmaceuticals

Pharmaceutical and healthcare companies depend on SBS folding cartons for their precision, compliance, and safety. The smooth surface allows for micro-printing, serialization, and variable data. These features are critical for labeling and traceability. Additionally, the material's clean, odor-free composition and compatibility with tamper-evident features make it ideal for sensitive healthcare environments.

Common examples of SBS being used in the pharmaceutical industry include vitamin and supplement cartons, prescription and over-the-counter medicine boxes, and medical device packaging.

Cosmetics and Skincare Products

SBS folding cartons offer the luxurious look and tactile quality that high-end skincare and beauty brands typically demand. Common applications include:

- Perfume and fragrance cartons
- Skincare bottles and cream jar packaging
- Makeup and personal care kits

Brands often enhance SBS packaging with metallic foils, embossing, or company logos and other designs to create a multisensory unboxing experience that reinforces brand prestige.



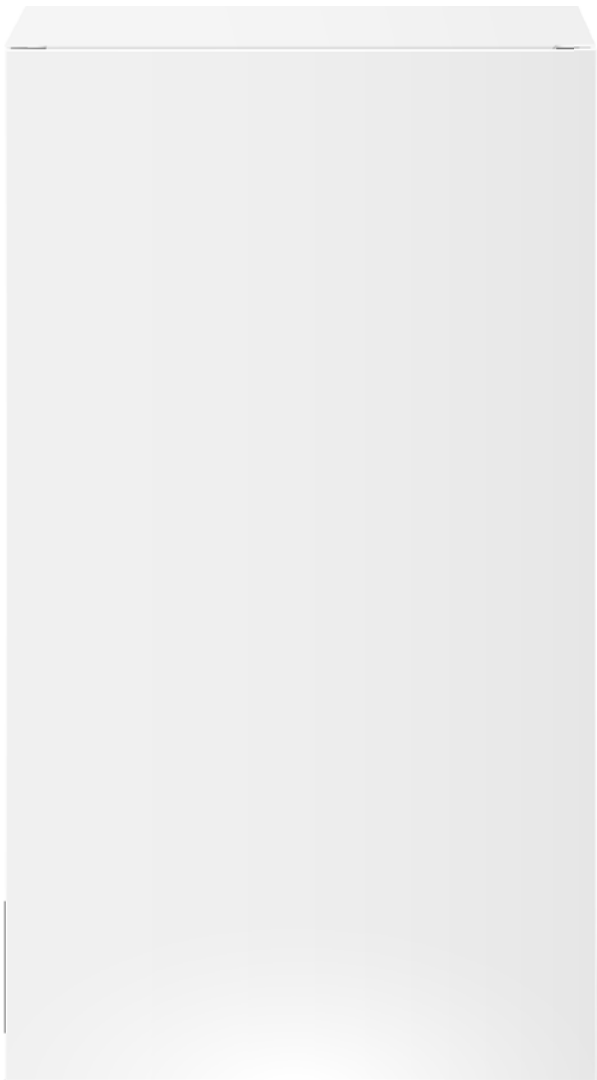


Electronics

The electronics industry requires packaging that keeps contents safe from damage both during transport and when unboxing. SBS folding cartons provide the durability needed to safeguard small components, while also offering a smooth finish and vibrant printability.

When paired with inserts or layered constructions, SBS cartons can support both function and visual appeal. Applications that benefit from their precision and protection include:

- Mobile accessories and chargers
- Headphones, earbuds, and wearables
- Consumer gadget boxes





Choosing the Right SBS Folding Carton for Your Needs

Selecting the right SBS folding carton involves evaluating factors like product type, weight, branding goals, and other requirements. Here are a few things to keep in mind when choosing the right SBS folding carton for your application:

BOARD THICKNESS AND CALIPER

Heavier products may require thicker grades for added strength.



FINISH AND COATING OPTIONS

Gloss, matte, and specialty coatings affect both durability and brand perception.



PRINTING METHODS

Offset, digital, or flexographic printing can be selected depending on volume and design complexity.



BARRIER NEEDS

Moisture, grease, or UV coatings can protect the product and extend shelf life.

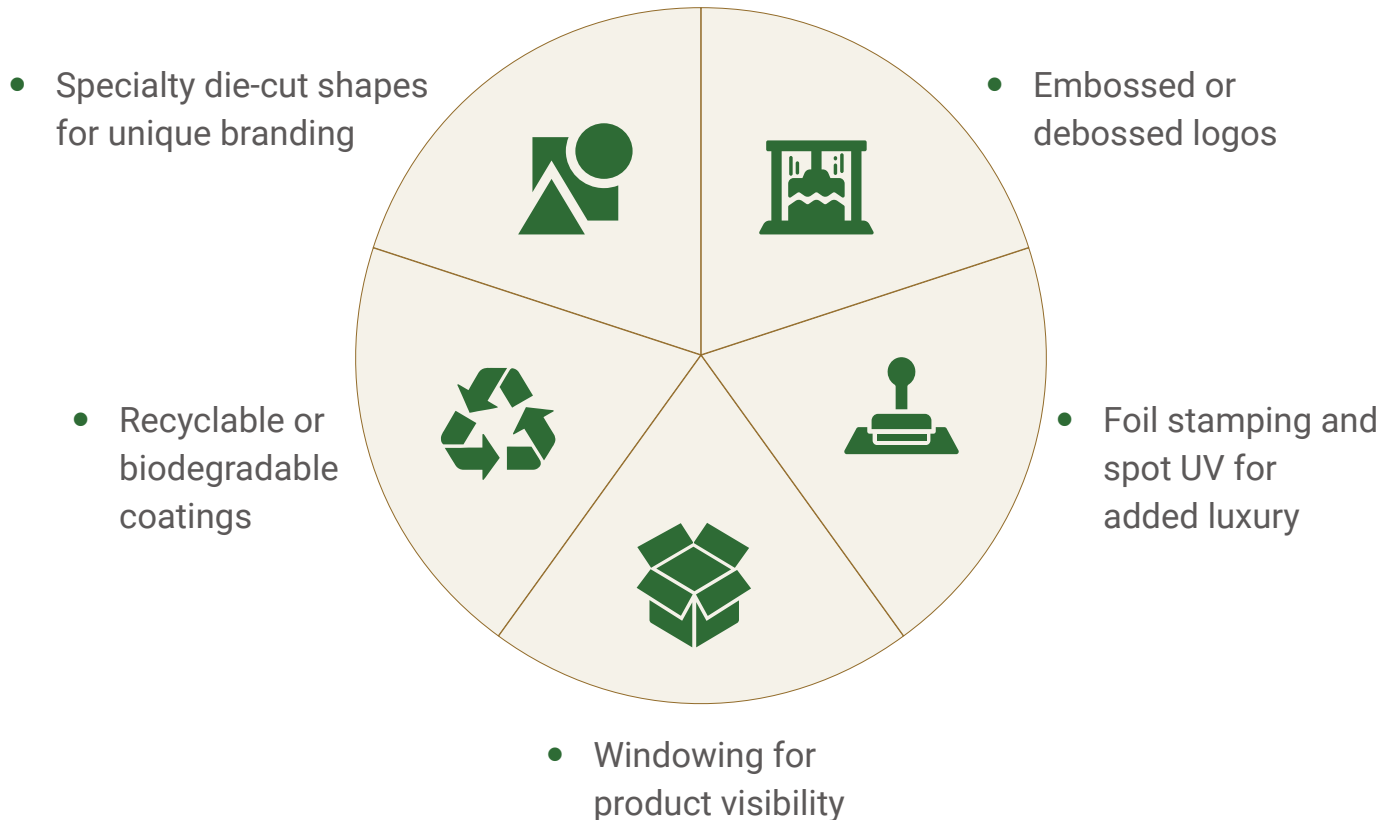




Custom Printed Folding Cartons

Deluxe Packaging offers complete design-to-production services, allowing brands to create packaging that tells their story beautifully. These details turn packaging into a tactile expression of the brand and elevate the product from everyday to exceptional.

Customization options can include:



We can help you design a packaging solution that meets your product requirements, increases product visibility and brand awareness, and creates a positive experience for your customers.



Learn More About Folding Cartons for Packaging

Folding cartons are among the most versatile forms of packaging available for all kinds of products. In addition to protecting products, they communicate a brand's identity and can enhance the overall customer experience, all in a single, compact design.

Partnering with an experienced packaging supplier ensures that every structural and aesthetic element aligns with your brand's goals. Deluxe Packaging offers decades of expertise in folding carton design, engineering, and printing, helping businesses achieve packaging that performs as beautifully as it looks.

To learn more about SBS folding cartons or to start designing your next packaging project, [contact Deluxe Packaging today.](mailto:info@deluxepkg.com)



About Us

Deluxe Packaging works hard at servicing our customers. In fact, no one works harder.

Our goal is to always create a cost effective solution for you and to service you better than anyone else. We offer a full array of high quality products including; corrugated boxes, folding cartons, folding supplies, bags, packaging supplies and a lot more.

Deluxe Packaging has a proven track record in custom packaging design and implementation including POP (Point of Purchase) displays. Don't even think about talking to anyone but us for custom packaging. We're the best and we'll prove it with our outstanding performance.

Deluxe Packaging is a recognized family oriented leader in the packaging industry in the Philadelphia metropolitan area including Northern and Southern New Jersey and Delaware. Deluxe Packaging ships internationally, including Europe and Asia. We are well known for our professional expertise, range of packaging products, superior product knowledge and exceptional pricing.

We are able to consistently maintain and expand our customer base because we always think of the customer first. Incidentally, everything Deluxe Packaging sells is 100% recyclable.

We look forward to helping you create a packaging solution, stock or custom.

CONTACT US

REQUEST A QUOTE



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