



ProducePack™ Punnet

**Innovative fibre-based alternative to plastic punnet trays
for fresh fruit and vegetables**



Food safety and sustainability

Consumers today place significantly more value on food safety and hygiene and see sustainability as increasingly important. For consumers, ProducePack Punnet™ delivers reassurance that their fresh fruit and vegetables offer high standards of hygiene in a pack that is fully recyclable and made from certified sources.



Optimum operational efficiency

The forming of the unique, rigid flange is integrated into the sealing process, improving efficiency. The ProducePack Punnet can be top-sealed at speeds equivalent to traditional plastic punnets.



Extends shelf life and reduces food waste

For brands and retailers, ProducePack Punnet has been proven to offer equivalent shelf life to plastic for certain produce items while reducing the potential for food waste. A range of barrier options is available, which have been selected to ensure the package remains robust in cold storage and throughout the supply chain.



Maximises branding opportunities and consumer appeal

ProducePack Punnet can be graphically printed to maximise branding opportunities without the need for additional labeling. Its features can be customised to suit various markets and potential applications. Cartonboard is a natural material that resonates with consumers' interest in health and wellness.

Our DfE approach

In line with Graphic Packaging's Design for Environment (DfE) approach, ProducePack™ Punnet's unique solution ensures sustainability is at the forefront at each stage of the manufacturing process.



Benefits of ProducePack Punnet



Consumer Experience

Meets consumers' demand for improved hygiene in the fresh produce sector.

Delivers high-quality graphics with stand-out shelf appeal.

Offers equivalent shelf-life to traditional trays for certain produce items, reducing the potential for food waste.



Sustainability

Can achieve a 100% reduction in plastic if a barrier coating is not required.

Produced from renewable fibre sourced from sustainably managed forests.

Offers greater circularity, with a recycling rate of cartonboard more than double that of plastic, on average, in most countries.



Operational Efficiency

Runs on standard forming machines.

Flange forming is integrated into the sealing process.

Can be top-sealed at speeds equivalent to traditional plastic punnets.

Available across all common punnet sizes.

“As growers and producers look to move towards recyclable fibre-based solutions, they can count on our expertise to deliver value-added innovation as well as like-for-like functionality versus traditional plastic trays. Aligned with our Vision 2025 and DfE methodology, this launch is another example of how we can partner with our customers to accelerate the transition to a more circular economy.”

Ricardo De Genova, Graphic Packaging
SVP, global innovation and new business development

* Plastic reduction figures are for the punnet tray and exclude the lidding film, which is not supplied by Graphic Packaging but is expected to be similar to film used for current trays.