



Innovative paperboard 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

Designed with optimum operational efficiency in mind, ProducePack Punnet can be top-sealed at speeds equivalent to traditional plastic punnets. This sustainable solution works with existing machinery and tooling for plastic trays, meaning that minimal investment is required for packers looking to make the switch to paperboard.



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 board and barrier options is available, which have all been selected to ensure the package remains robust in cold storage and throughout the supply chain. ProducePack Punnet can be supplied formed or flat, the latter offering CO2 reductions in transit due to higher punnet tray volume per truckload.



Maximizes branding opportunities and consumer appeal

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

Our DfE approach

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



Sustainability

- Can achieve a 100% reduction in plastic if a barrier coating is not required.
- Produced from renewable fiber sourced from sustainably managed forests.
- Offers greater circularity, with a recycling rate of paperboard more than double that of plastic, on average, in most countries.



Operational Efficiency

- Can be top-sealed at speeds equivalent to traditional plastic punnets.
- Works with existing machinery and tooling for plastic trays.
- Available across all common punnet sizes.
- Can be supplied formed or flat, the latter offering transport and storage cost reductions.



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.

“As growers and producers look to move towards recyclable fiber-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 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.