

We have talked about it with CARTONPACK

Paper bags to promote loose produce and reduce waste

The concept of 'ordering loose produce' and creating sales units is very important for big retail chains on a commercial level and is in line with the commitment to 'zero waste' set out by Goal 12 of Agenda 2030 to guarantee sustainable production and consumption models.

The paper solutions by CARTONPACK play an essential role. FreshPlaza has talked about it with the company's communication manager Floriana Vitale.



"Our paper packs, whether bags, sachets or cones, can be an excellent solution considering the many limitations in place for plastic packaging all over the world but, most of all, they achieve their full potential in the management of loose produce, safeguarding it and reducing waste while using a limited amount of material."



"Especially abroad, the small bag with handles is the most popular for 300 or 500 grams of cherry tomatoes or for various table grape bunches. But it also works well for apricots, plums, and small vegetables and citrus fruit."

Strengthened handles and larger formats are available for potatoes, apples or heavier products. Lettuce cones are available in two versions: mixed, with a transparent cellulose and a paper part, and one entirely made of paper.



The advantages of CARTONPACK solutions include: the fact consumers can see the product inside the bag/sachet/cone; the fact that paper packets are suitable to promote the brand thanks to the possibility of obtaining complex prints with evolved solutions and designed for specific market needs.



"The impact of the handle, where present, should not be under-estimated. Consumers are in fact visually stimulated to take the bag away with them. In addition, an important point not to be under- estimated for our clients is the weight: our bags, sachets or cones only weigh a few grams and are made of paper that is highly-resistant to humidity."

The limit for paper is always that of the humidity of products, so not all types of products are suitable for paper packaging.

"The most common observation, however mainly from those areas in Europe where people tend to try the products before buying them, is that, in this case, the pre-weighed bags/sachets/cones lose their function. As they are open, customers complain that anyone can try a grape or a tomato." Floriana Vitale however stresses how it takes very little to solve the problem: "Small stickers or ties can be used to close the packets."



One last consideration must be made if we go back to the peak of the pandemic, when plastic and everything that was perfectly sealed was considered 'hygienic'.

"There is less pressure towards safety, while sustainability has gone back to being an essential point when it comes to production and consumption. This could be precisely due to the massive use of plastic during the pandemic. France, for example, is taking drastic measures to reduce the use of this material. Our clients that export to France will have to adapt to the new regulations, so the demand for paper packaging is on the up."



CARTONPACK is firm on its desire to choose the right mix of products together with the client, according to its needs. "Recycled and recyclable plastic packaging maintains high performances in the fresh produce segment, and operators should push to obtain a full recovery and recycling system for these materials to complete the life cycle of the products. By using plastic packaging as a renewable resource, the problems linked with its disposal and environmental pollution would drastically diminish."

Photos provided by CARTONPACK

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