

Carton Pack presents the new conical pouch for salads and grapes

Reducing environmental impact with customer-designed packaging

Many retailers need to review their packaging for fruit and vegetables in favor of paper, lightweight, recyclable, or compostable packaging to meet the needs of reducing the environmental, economical, and functional impact.

Carton Pack S.p.A., thanks to its geographical position (south Italy) and over 50 years of experience in the fruit and vegetable packaging market, can guarantee a specific and specialized service for fresh produce, in particular for grape producers, distributors, and retailers. It offers a rich assortment of bags and pouches, with a wide range of customization options. There are many alternatives that Carton Pack offers to the market.

An example is the new conical pouch for salads and grapes, in two alternatives, with or without side transparency. "They can also represent an excellent solution to eliminate plastic used for bulk products. Dimensions are 255mm base, 372mm opening, and 210mm height. But it's possible to personalize for every need," the company underlines.



(Image: Carton Pack)

Their material allows complete customization: they are available both in natural neutral colors and in white paper. "An absolute added value, in terms of enhancing the contained product and brand visibility, is the possibility of printing any type of graphic motif, making them an important communication tool," the company explains.

"We also have the Flat Bag®: double-bottomed bags in 100% recyclable paper with very resistant handles that have a "teaser" effect, that is, they encourage the consumer to pick them and take them away, they are extremely adaptable to the standards of cardboard trays, IFCO and Euro Pool- Carton Pack stresses. "They are the result of the optimization of the bags for the fruit and vegetable sector."



(Image: Carton Pack)

Their size can be customized according to the customer's need. It can range from 350 gr. of content up to more than 1 Kg. "They fit perfectly in a plateau of 5-6 units in the format 30x40 (4.5-5kg). The double square bottom allows easy opening during filling, and the high density of the papers used also determines a strong resistance to humidity."

Carton Pack, with these proposals, wants to offer the right solution to every need, trying to innovate and promote more and more the reduction of the environmental impact.

The company will exhibit at Fruit Attraction 2022 (Madrid, 4-6 October) in Hall 7B, Stand 13A.

For more information:

mktg@cartonpack.com

www.cartonpack.com (<http://www.cartonpack.com>)

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