

New product line by Carton Pack

rPET tray liners

Carton Pack, a company based in Apulia with extensive experience in the packaging sector, has introduced rPET tray liners. In-depth analyses on the international market and producer and retailer needs enabled the launch of this brand new line.



Each insert tray, which can be made using up to 100% recycled material, is designed specifically to guarantee maximum protection to the produce. Tray liners are available in a vast range of sizes and customization options. The objective when it comes to R&D is to showcase the fruit thanks to the colors, bright surfaces and resistant materials.

A key element for a good resistance is structure: Carton Pack tray liners boast in fact a special wave texture that is particularly sturdy even when the plateau is tilted. They are easily stackable and facilitate filling, so much so that the fruits land in place almost autonomously.



Detail of the tray liners.

A "buffer" system at the base welcomes the fruit and avoids it being damaged. To prevent humidity from depositing leading to bacterial alteration and molds, containers have small holes measuring 1.5-2.5 mm to enable a correct aeration and drainage of liquids.

Special ribs are located along the entire perimeter that slide on the crate walls and block the insert tray in place. They are available in standard sizes 60x40 cm, 50x30 cm and 40x30 cm. Over forty grades are available, from specific kiwifruit cells to the various models destined for round fruits (top fruit, stone fruit).



Added value is provided by the fact that it is possible to color, print and add graphic elements to the layers. Over ten colors are available and all kinds of motifs can be printed on both a full color or clear background. The print is safe in terms of ink transfer, as it does not come into direct contact with the produce. The flexographic printing is of high quality and results are well defined.

rPET is far more rigid than PP despite having the same weight and is completely recyclable. Zespri International Limited has also chosen Carton Pak's rPet tray liners for their innovative characteristics.

Carton Pack commitment in improving the performances of rPET tray liners goes beyond the technical point of view.



The company's Sustainable Thinking approach has led it to applying new circular economy concepts when using plastic materials during extrusion and thermoforming processes.

The exclusive partnership with Plastic Bank has made possible the use of Social Plastic® even for the production of tray liners. Social Plastic®

(<https://www.freshplaza.com/article/9238819/cartonshell-r-and-social-plastic-r-the-double-face-of-sustainability/>) is the plastic obtained from sustainable collection and aimed at improving the living conditions of poor people living in disadvantaged countries where plastic pollution is higher.

Contacts



Carton Pack S.p.A.

Via Adelfia, Z.I.

70018 Rutigliano (BA) - Italy

Tel.: +39 080 477 1440

Fax: +39 080 477 1420

Email: mktg@cartonpack.com

Website: www.cartonpack.com (<https://www.cartonpack.com/>)

Publication date: Wed 9 Sep 2020

•