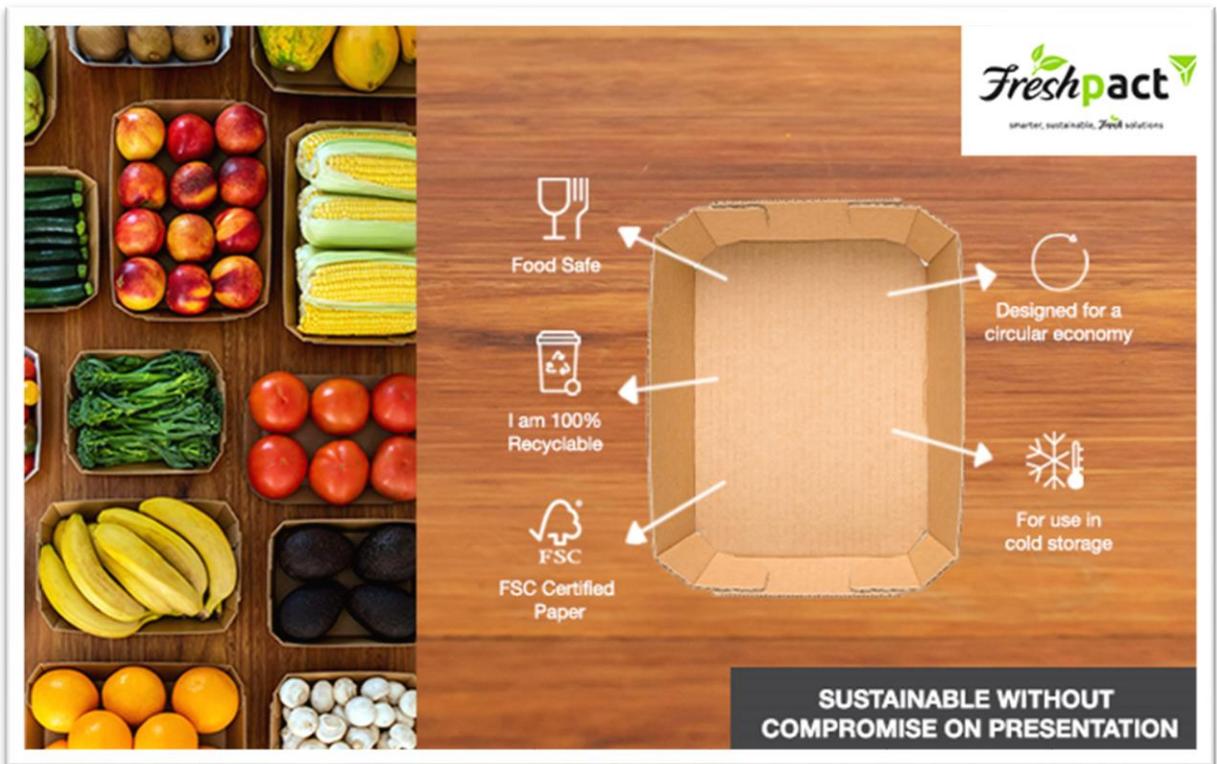


Finally, a grocery alternative to single-use plastic!

3 May 2021 at 1:00pm

Freshpact's range of paper punnets is the ideal alternative to single-use plastics. These punnets are recyclable and reusable and do not compromise the shelf life of fresh produce.



A new innovation in fresh produce grocery packaging has finally given mindful shoppers and brand owners an environmentally sustainable alternative to single use plastic.

The new Freshpact range of paper punnets is one such solution developed by Mpact, the leading South African packaging manufacturer and recycler.

The De Agrela family have fresh produce in their blood with over 37 years of experience in fresh produce retail.

Their flagship store, Impala Fruit & Veg in Northcliff, Johannesburg is an iconic fresh produce establishment and they are planning to expand and improve their newer store at Lifestyle Crossing in the Westrand even further.

New punnets

Bradley de Agrela (Operations Manager) is constantly looking for better alternatives and technological innovations and improvements in all facets of their business and saw the need for more sustainable packaging as an alternative to single use plastics in their stores.

It is through Bradley's pioneering vision, technical, and consumer insight that concepts were developed and tested in store in November 2020.

Impala Fruit & Veg needed optimal fit, ease of packing, premium display and no compromise to shelf life. Advanced functional barrier coatings were added to offer high humidity performance of refrigerated applications.

"Presentation of fresh produce is of the utmost importance. There can be no compromise on shelf-life or aesthetics. The Freshpact trays offer us all the attributes of the traditional trays with the added benefit of being sustainable, biodegradable and commonly recyclable" says de Agrela.

After successful test results and thumbs up by the customers, the go-ahead was given to move to paper trays in January across a wider range of products.

"Our customers love the new trays. Some even return their trays to us to ensure these are routed to recycling" says de Agrela.

"We use three common sizes of trays and these days you will find tomatoes, brinjals, peppers, strawberries and kiwi's in Freshpact trays on our shelves,"

Made from food-safe, 100% FSC certified paper material, the Freshpact punnets has many after-life options. They can be reused, recycled or added to home composting.

Since the introduction of the range towards the end of 2019, Freshpact has grown their range substantially and actively driven sustainability by converting close on 20million units from plastic to paper.

This equates to 400ton plastic to paper which, when recycled, save approximately 1 200m³ of landfill space. An area that equates to 480 Olympic sized swimming pools.

Visit www.freshpact.co.za or www.impalafruit.co.za