

THE PACKER

PMA awards recognize packaging innovation

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By Bob Luder, The Packer

The Produce Marketing Association is recognizing innovation in packaging at Fresh Summit with the third annual Impact Award: Excellence in Packaging program.

Finalists for the 2009 Impact Awards at Fresh Summit Oct. 2-5 in Anaheim, Calif. include:

Clear Lam Packaging Inc.

Ready Pac car cup and SecureGuard: A fruit-to-go item designed for convenience. This item is easy to hold and is shaped to fit nicely inside the car cup-drink holder. A reclosable lid is also included. SecureGuard packaging is designed to eliminate shrink bands and identify tampering. Easy to use, the packaging has a pull tab that remains on the tray to show when the packaging has been tampered with.



Del Monte Foods/Del Monte Fresh Produce

Fruit bowls and tamper-proof packaging: The 20 ½-ounce fruit bowl is made of polypropylene plastic, which contributes to maintaining product integrity and shelf life. The seal on the bowl flange protectively holds in all product and juice, while the over-cap easily recloses the bowl when the sealed film is removed. The tamper-proof packaging has a tear strip lock that assures customers that the container was not opened since packed. The square deli container (ranging from 8 ounces to 32

ounces) is designed with advanced durability and made from food-grade PETE materials.

Earthbound Farm

Clamshell packages: 5-ounce, 11-ounce, 1-pound and 2-pound sizes: The company has switched to 100% post-consumer recycled polyethylene terephthalate plastic for all clamshell packages. The packaging also contains a redesigned label featuring its post-consumer packaging.

Earthcycle Packaging Ltd.

Environmentally responsible packaging: The base of the clamshell is made from Earthcycle's molded palm fiber material and the lid is made from No. 1 PET plastic. The package uses the most environmentally sustainable materials for the defined goals of this program, which is maximum use of compostable, renewable or recyclable materials with maximum visibility and merchandise protection.

FDS Manufacturing Co.

Suspension pack: Design collaboration between FDS and the University of California-Davis, the

suspension tray packaging is capable of protecting fruit from transport vibration damage. This eliminates surface bruising in transport and handling.

IFCO Systems

Reusable plastic containers: IFCO RPCs offer improvements in ergonomic handling, stacking strength and stability, pallet and transportation efficiencies, warehouse operations and retail merchandising of fresh produce. They're all designed for reuse.



Courtesy IFCO

IFCO Systems' reusable plastic container is a finalist for the Impact Awards at Fresh Summit.

L&M Companies Inc.

Recyclable cabbage box: An alternative to wax cascaded packaging provides the necessary strength and moisture resistance and allows recycling of the box rather than sending it to a landfill. It does not compromise strength for sustainability, but is as strong as traditional waxed boxes and holds up well in refrigerated conditions.

NNZ Inc.

Spud Shade antigreening potato bag: Keeps potatoes fresh by protecting them from the damaging effects of light. The front of the bag provides a large area for marketing that is co-extruded with an exclusive opaque film that blocks all light. The back of the bag is see-through so consumers can view the produce.

The Oppenheimer Group/Zespri

Kiwi snack pack: Single-serve kiwifruit clamshell, complete with cut and scoop spoon and wet wipe.

The Oppenheimer Group/SunSelect

Climaseries pepper box: Technology creates a mini California environment for peppers and keeps them in pristine condition with virtually no advanced maturation on long truck rides from coast to coast.

Progreso Produce

Progreso Produce Onion Bag Strategy: Shelf strategy for onions including both consumer packs and bulk stickers. The packaging is color-coded for ease of differentiation at point of purchase and includes variety information, flavor information and use indicators.

Stemilt Growers Inc.

Fresh, Flavorful & Family-Farmed Cherry Display Bin: Designed to help retailers merchandise dark-sweet and Rainier cherries. It measures 24 inches wide, 16 inches deep and 30 ½ inches tall with a 4-inch deep tray that holds one standard-size carton of Stemilt cherries, or multiple clamshell/bags.

Tanimura & Antle

Artisan lettuce scallop clamshell: It's a specially designed clamshell developed for the presentation and protection of each individual head of lettuce packed in Artisan Lettuce retail packages. A contoured

tray with scallop-curved edges creates four or six individual compartments for each variety of lettuce.

Well-Pict Berries

Two-pound strawberry clamshell: Engineered for improved product protection while addressing concerns about shipping costs and the environment. Packing in a 4 by 2 configuration with a 160-pallet count, the new clamshell design provides 35% more unit density, resulting in reduced fuel usage and cheaper freight rates without compromising product volume or safety.

Wholly Guacamole

Dallas Cowboys Guacamole: Wholly Guacamole limited-edition Cowboys 7-ounce box that inspires impulse buys. The design reflects the new Cowboys' Stadium.



Courtesy YottaMark

Yottamark's HarvestMark traceability labels are on Progressive Produce's MicroBaker sweet potatoes.

YottaMark

Microbaker traceable labels: Peel-off traceability label for Progressive Produce's microwaveable MicroBaker yams. Using the HarvestMark traceability system from YottaMark, each shrink wrapped yam features a 2 by 1 1/2-inch label modified to carry HarvestMark codes.

Other finalists:

- Dole Fresh Vegetables;
- Garden Fresh Salsa Inc.;
- Gems Global Inc.;
- Lowry Computer Products;
- Mann Packing Co. Inc.;
- Mucci International Marketing Inc.;
- Ocean Mist Farms;
- Precision Packaging Products;
- Primary Package Inc.;
- PWP Industries (multiple entries);
- Ready Pac Produce Inc.;
- SunSelect; and Taylor Farms