



## Darling Group

**Darling Group, a 100% family-owned company who have been taking Australasia’s produce to the world for over 20 years, needed a new packaging solution for their pre-packed avocados. They wanted to better present their brand in the market by offering an eco-friendly packaging solution to their customers that made their brand stand out on the supermarket shelves.**

“Jenkins were able to provide a wide range of options from the traditional pack types through to the latest technology and innovations in the packaging industry” says Sales Manager, Shaun McKone. “We were able to go through each option and find a solution that best suited our needs and gave us a point of difference in the market.”

---

The response in market from the new pre-pack has been very positive and we have increasing demand for the coming season.

---

### Innovative and simply better solutions

Darling Group and Jenkins have a long-standing relationship across a wide range of products. “They have been able to provide us with all of our packaging and fruit labelling requirements as well as helping us to be innovative with our offer to consumers with new pre-pack options.”

Both parties continue to work closely together to continue to improve and increase Darling Group’s product offerings. “The response in market from the new pre-pack has been very positive and we have increasing demand for the coming season which is a credit to the hard work Jenkins has put in to developing the product.”