

**From berry punnets to mushroom trays, Jenkins Freshpac Systems has launched lightweight and low carbon footprint packaging across Australia and New Zealand.**

“We want to lead change through innovation,” Paul Vyver, business development manager at Jenkins Freshpac Systems tells Produce Plus. On its stand at PMA Fresh Connections in Auckland, Vyver runs through the range of sustainable, lightweight punnets, trays and recyclable packaging the New Zealand company is marketing.

The bespoke and conventional range of packaging, from the subsidiary of Jenkins Group, marks the first one-size-fits-all range



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of soft fruit punnets being marketed in Australia and New Zealand, a region with a great scope for exploration. “We’re building more sustainable and lighter packaging, and we’re the first to do it.”

Jenkins Freshpac Systems teamed up with UK-based Holfeld Plastics to bring

(picture 01) Jenkins Freshpac Systems has teamed up with UK-based Holfeld plastics to bring recyclable punnets to the trans-Tasman market

(picture 02) The range of punnets and trays for berries and kiwifruit are lightweight, with a low carbon footprint



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its expertise in sustainable packaging to the fresh produce industry in Australia and New Zealand. Speaking of the Holfeld-Jenkins partnership, Vyver says the two companies see eye-to-eye when it comes to creating sustainable, biodegradable packaging.

“It was a great fit for a partnership,” says Vyver, who met with Holfeld earlier this year and walked away with a range of potential products for the trans-Tasman market.

One aspect that caught Vyver’s eye was the amount of polystyrene packaging in the market, so bringing in the newer range of packaging was a fantastic way for more environmentally friendly packaging to enter the scene. With a trend towards consumers making a conscious decision towards purchasing more eco-friendly packaging, especially in the organics sector, Vyver says

it is still hard to stay totally sin-free when it comes to recycling.

“This packaging weighs less and it uses 20 per cent less plastic bottles in blending the RpetEco material, so even if people are going to be a bit lazy with their recycling, this is still up to 30 per cent lighter than other punnets and trays,” says Vyver.

Jenkins Freshpac Systems is not just operating in the plastic packaging sphere though. Alongside the range of punnets are the biodegradable and compostable EnviroPac trays, made from natural and renewable resources.

The EnviroPac trays are ideal for moisture-filled produce, like mushrooms, as they allow vegetables, or fruits, to breathe and stay fresh for longer. “Not only that, but it’s natural looking,” says Vyver, commenting on the colour and feel of the trays. “They tray becomes about the produce, not the packaging.”

Companies quick to get on board with the biodegradable trays include New Zealand’s Fresh Direct for its range of organic produce and Te Mata Mushroom Company, which was the first to market mushrooms using the breathable trays. Staying south of the Tasman, Yummy Fruit Company has taken on board the trays for its apples and pears.

# Fresh-packed offerings

**Paul Vyver of Jenkins Freshpac Systems talks punnets, packaging and environmentally friendly alternatives for the fresh produce industry.**

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