

Going green

Demand for biodegradable and compostable packaging is growing in New Zealand.

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Growing environmental consciousness among New Zealanders is seemingly prompting a shift towards biodegradable packaging within the country's fresh produce sector.

Paul Vyver, business development manager of Tauranga-based Jenkins Freshpac Systems, has seen interest rise considerably in his company's compostable Enviro Pac packaging over recent seasons, as the benefits of such products are continuing to be communicated to consumers.

"Consumers are becoming more aware of the impact that they have on the environment and are prepared to take personal responsibility to try to reduce some of the damage that is caused by their lifestyles," he notes. "Composting is becoming an increasingly important method of managing waste. Enviro Pac trays are embossed with messaging for the consumer to show that it is compostable and made from renewable plant fibres."

Leading wholesaler-marketer Fresh Direct is one of the latest companies to convert to Enviro Pac. The Auckland-based company has begun packing its Purefresh Organic range into Enviro Pac trays, which started appearing in stores in March. The move has been so well-received by consumers that Fresh Direct now intends to move towards a compostable flow wrap film and label for its organic offerings.

"The natural and authentic look to Enviro Pac trays establishes an opportunity to display and substantiate its sustainability efforts to their customers," Vyver explains. "Adding compostable flow wrap and a compostable label will only enhance this messaging."

Enviro Pac packaging decomposes in less than 90 days, alleviating pressure on companies to lower their environmental impact.

"Jenkins Freshpac Systems' biodegradable and compostable products are very cost-effective and enable companies to respond to the ever-growing pressure to minimise the environmental impact of their activities and comply with increasingly onerous recycling and landfill regulations," Vyver says.



New film on a roll

ProFresh Systems is fielding strong interest in its new ventilated pallet film from packhouses across the country.

The 100 per cent recyclable film offers 60 per cent airflow to the palletted product, allowing produce to be cooled quickly, while also preventing condensation build-up on cartons.

"We have been discussing with a number of our growers and exporters what issues they were having with their packaging," says ProFresh Systems' managing director Saul Windiate. "A number of them have had issues around condensation build-up on the traditional stretch wrap film which causes boxes to collapse and other quality issues."

Windiate says interest in the product has soared since its launch in March, with its versatility a key selling point.

"So far we have been overwhelmed by interest from growers of avocados, mangoes and citrus, along with wholesalers in Brisbane and food providers," explains Windiate. "They are pleased to find there is a more economical solution to using cardboard corners and strapping while maintaining the integrity of their pallets during transport."

(picture 01) Paul Vyver, Jenkins Freshpac Systems' business development manager, and Ana Aloma, Fresh Direct's marketing manager, display the new packaging