

8th February 2024

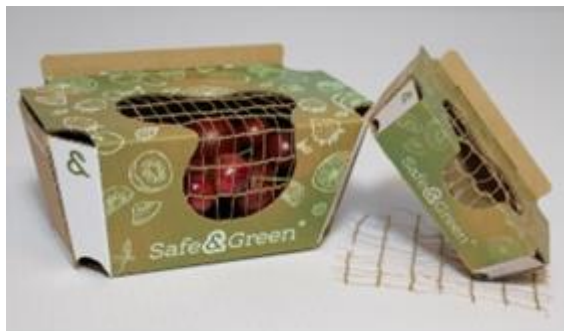
Fruit Logistica, Messe Berlin

## **Smurfit Kappa release their newest lidded punnet innovation: PunNET, a 100% paper based netted solution.**

*The newest lidded punnet innovation with paper netting to give fruit and vegetables the visibility and protection required from field to shelf, whilst also providing a 100% recyclable solution.*

Smurfit Kappa will host two lectures on the 7<sup>th</sup> and 8<sup>th</sup> February at Fruit Logistica, Messe Berlin. The lectures focus on two main innovations Smurfit Kappa have recently introduced to the agriculture market: PunNET and Agrolife®. Visitors can hear industry specialists present these new concepts live at Fruit Logistica amidst the industry's best fresh product developments.

### **PunNET®**



The visibility of fruit and vegetables in the supermarket plays an active role in the purchasing decisions of buyers and enhances the probability of purchase (Wästlund et al., 2018). Often simply looking at products can encourage the likelihood of a consumer purchasing (Milosavljevic et al., 2012). Smurfit Kappa has created a sustainable, 100% recyclable lidded punnet solution to replace Polyethylene terephthalate (PPT) in agricultural produce punnet packaging. This new innovation enables produce to be seen on shelf but ensures the security of its contents and it will be presented and shown at Fruit Logistica (Hall 10.2, Stand A-06).

Using their unique paper rope, Smurfit Kappa have produced a lidded solution for supermarket shelves. The paper netting is embedded into the corrugated layers ensuring a secure structure which can withstand the pressures of the transport chain. Jurgita Girzadiene, Sustainability & Better Planet Packaging Director at Smurfit Kappa Europe, said: "100% paper-based punnets contribute in several ways to the nature of fresh produce, made from renewable material, they provide excellent protection, and enhance the natural feeling, of the packaged product. Complete recyclability after use encourages a circular economy and enables everyone to claim recycling responsibility. Smurfit Kappa have produced the ultimate natural packaging for natural products".

PunNET will be launched into the market in 2024.

## **AgroLife®**

AgroLife® will be released for the first time in Europe at Fruit at Fruit Logistica 2024 (Hall 10.2, Stand A-06), highlighting its impact on increasing fruit and vegetable shelf life and reducing supply chain handling costs through the absorption of ethylene which delays the ripening of fresh produce.

Produced in Smurfit Kappa Totana (Murcia, Spain), the treatment is applied to agricultural packaging which then absorbs the ethylene released from fruit and vegetables throughout the supply chain. This increased the window of harvesting delays ripening, extends shelf life thus reducing waste at the point of sale. As well as increasing the harvesting window, packaging and transporters throughout the supply chain do not need to manipulate batches as the treatment is integrated into the shelf ready packaging the produce is originally packed into. Delayed ripening also improves produce appearance and quality in the eyes of the end user.

Enrique Guillén, Regional Manager South-East at Smurfit Kappa Spain, Portugal and Morocco, said: "the hormone Ethylene is a gas produced by fruits and vegetables, which is responsible for growth and ripening. Both climatic and non-climatic products are sensitive to Ethylene as it reduces their quality and shelf life once harvested. This is an inconvenience for the entire fruit and vegetable value chain, therefore AgroLife® is going to be vital throughout the fresh produce supply chain."

Agrolife® was launched to the market in 2023 and has just won the 'Fresh Fruit and Vegetables' category at the WorldStar 2024 Awards. Product testing across different produce supply chains was externally audited (Just Quality) and validated by Smurfit Kappa at the IRTA and Galab Laboratories.

### **A complete portfolio for the fruit and vegetable sector**

In addition to Agrolife® and PunNET, visitors to the Smurfit Kappa stand at Fruit Logistica can also learn more about TechniPaper® corrugated board solutions (fully recyclable and waterproof AquaStop®). The P84 solutions, Safe & Green Punnet solutions, made of solid board and corrugated board will also be presented. Other highlights include packaging with attractive internal printing and closed lid solutions.

### **Bio Barrier / Grease Guard**

The Grease Guard barrier for white lined chipboard from Hoya is now available with a new formulation made from organic waste. Grease Guard is now even more sustainable in its further development as Bio Barrier and is still water-based, film-free and suitable for direct food contact.

All of these solutions are part of Smurfit Kappa's Better Planet Packaging product line, which offers sustainable alternatives to other single-use or less sustainable materials. Therefore, they are 100% recyclable and biodegradable.

### **Press Contact**

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### **About Smurfit Kappa**

FTSE 100 Index Smurfit Kappa is one of the world's leading providers of paper packaging solutions, employing around 48,000 people at approximately 350 production sites in 36 countries and with revenues of €12.8 billion in 2022. Our products, which are 100%

renewable, recyclable and sustainably produced, improve our customers' environmental footprint as well as providing them with innovative packaging Solutions.

Together with our team, we use our extensive experience and expertise, to provide new opportunities for our clients. We collaborate with them by sharing product and market knowledge and provide an understanding of packaging trends to ensure business success in their markets. We have an unparalleled portfolio of paper packaging solutions, which is constantly updated with our market-leading innovations.

This is reinforced through the benefits of our integration, with optimal paper design, logistics, punctuality of service and our packaging plants supplying almost all their raw materials from our own paper mills.

We have a strong track record of supporting social, environmental and community initiatives in the countries where we operate. Through these projects, we support the UN's Sustainable Development Goals, focusing on where we believe we have the greatest impact.

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