

The 6 key benefits of coated packaging in the Fresh Produce sector

Packaging is crucial in the Fresh Produce sector, bridging the gap between producers and consumers by preserving and safeguarding perishable goods. Specifically designed coated packaging acts as a barrier, ensuring optimal preservation from farm to table.

1



Moisture resistance

Coated packaging acts as a robust moisture barrier, shielding products from water absorption to prevent spoilage and maintain freshness.

In the Fresh Produce sector, it ensures perishable goods remain in optimal condition, extending shelf life and preserving quality throughout the supply chain.

2

Extended shelf life

Coated packaging significantly contributes to extending the shelf life of Fresh Produce.

Through effective moisture resistance and protective barriers, coated packaging helps prevent premature spoilage, thereby reducing overall food waste.



3



Physical protection

Coated packaging provides a strong shield for Fresh Produce during transportation, preventing physical damage and maintaining the integrity of fruits and vegetables.

This durability ensures a secure journey from farm to market, preserving the visual appeal of items despite logistical challenges.

4

Customisation for Fresh Produce

Coated packaging is highly versatile, customising protection for various Fresh Produce types, including delicate berries, robust root vegetables, and leafy greens.

Tailored to address factors like size, weight, and moisture susceptibility, it becomes a reliable choice for the diverse needs of the entire Fresh Produce sector.



5



Sustainability

Traditional coatings, often non-recyclable due to plastic content, pose environmental concerns. Our coated packaging promotes eco-friendliness with sustainable materials and recyclability, meeting the demand for environmentally conscious solutions.

This commitment reduces overall environmental impact, providing a greener choice for businesses aiming for sustainability. Choosing our coated packaging contributes to a more responsible packaging landscape while safeguarding products.

6

Consumer satisfaction

Coated packaging is crucial for preserving the vibrant colours and enticing appearance of Fresh Produce. This attention to visual appeal enhances consumer satisfaction, ensuring that products look fresh and appetising upon arrival in stores or homes.

By positively influencing consumer perceptions, coated packaging not only protects items but also contributes to overall satisfaction with the quality of the goods.



Coated packaging is a vital asset in the Fresh Produce sector, ensuring both protection and consumer satisfaction.

Its versatility, moisture resistance, and eco-friendly attributes make it an indispensable solution for preserving the quality and visual appeal of fruits and vegetables throughout the supply chain.

Ready to redefine your Fresh Produce packaging for a sustainable future? Get in touch today by visiting smurfitkappa.com

Let's cultivate a **greener** future together