

# GIVING PEARS A NEW LEASE OF LIFE: AMCOR AND BELORTA PAIR UP TO DEVELOP A FRESH PACKAGING SOLUTION FOR FRUIT



BelOrta is a true cooperative – founded in Belgium by, for, and with growers. With more than 400 employees and 1,000 growers, all stakeholders have a shared goal to deliver top-quality fruit and vegetables to customers every day. This ambition can be challenging when you're working with perishables. That's why the product experts at BelOrta and Amcor put their heads together to try and find a new and more reliable way to extend the shelf life of pears and consistently deliver the freshest possible product.

*A fifth of all the food that is produced in Europe becomes waste, equating to 88 million tons of food being lost every year.<sup>1</sup>*

BelOrta and Amcor have been working together for over a decade, combining their expertise to develop high-performance packaging for fresh produce. A standout result of this collaboration is the P-Plus® Liners- innovative, tailor-made carton liners with optimized permeability, specifically designed for bulk fresh produce. By naturally regulating oxygen and carbon dioxide levels, these liners help maintain freshness, flavor, and quality. The result? A smart solution that ensures consumers enjoy fresh, delicious pears every time.

## P-PLUS LINERS. THE PLUSES FOR BELORTA



**Extended shelf life** under chilled conditions, helping to reduce food waste



**Slowed-down ripening** and preserved freshness over a longer period



**Minimized weight loss** and dehydration during storage and transport



**Enabled longer shipment times**, allowing for broader market reach



**Maintained firmness**, keeping pears green and firm for several weeks when stored below 4°C



**Preserved natural taste** with enhanced flavor and aroma



**Improved visual appeal** for a more attractive product presentation



**Reduced disposal costs** due to better shelf-life performance

*"At BelOrta, nothing is more important than delivering fresh, high-quality produce in the most sustainable way. Working with Amcor helps us protect that freshness from field to plate- so every pear is as delicious as nature intended."*

**Bart Nelis, Packaging Supervisor, BelOrta**

1. European Commission: Food Waste: The problem in the EU in numbers

# P-PLUS® LINERS FROM AMCOR

## A BREATH OF FRESH AIR

P-Plus® Liners are a range of **tailored permeability bulk liners** for modified atmosphere packaging helping keep fresh produce at its best during storage and transport. The liners naturally establish oxygen and carbon dioxide levels that are beneficial for fruits and vegetables.

This solution is optimal for BelOrta's pears. Pears packed in P-Plus Liners® have a significantly longer storage and shelf life than air-stored fruit. The packaging is also an excellent alternative to CA (Controlled Atmosphere) containers, offering greater flexibility in distribution while preserving harvest-fresh quality.

BelOrta uses polyethylene (PE) liners that are **recycle-ready**. This means they are recyclable in practice in countries where collection and recycling streams exist.

## A CLOSER LOOK AT THE SCIENCE...

The tightly controlled **density and size of micro-perforations** guarantee the specified permeability every time. This enables fruit and veg producers to extend their reach, sea freighting fresh products in bulk to distant markets with the confidence of knowing they will remain in peak condition.

## TAILORED TO EACH CUSTOMER'S UNIQUE NEEDS

As regulatory shifts aim to reduce the use of primary packaging for certain uncut fruits and vegetables, companies are under growing pressure to find more sustainable alternatives that also help minimize food waste. P-Plus® Liners represent the perfect solution to address this pressing issue. They're produced in Ledbury, at Amcor's Fresh Produce Packaging Centre of Excellence - recognized for its high quality and reliable service.

At Amcor, our dedicated team of food scientists works with the customers to create tailored solutions that meet their specific needs. Beyond pears, P-Plus® Liners are ideal for a wide range of fresh produce, including alliums, asparagus, bananas, bean sprouts, brassicas, grapes, green beans, herbs, melons, parsnips, peppers, potatoes, and stone fruits.

Our versatile and innovative solution is available in a variety of thicknesses and material grades.



*"Through our collaboration with BelOrta, we've developed innovative packaging solution that extends shelf life while preserving the natural taste and quality of fresh produce. Together, we're shaping a future where freshness lasts longer, with less waste and more impact."*

**Rachid El Karimi, Account Manager Benelux, Amcor EMEA**

For further information on P-Plus® Liners, click [here](#) or book a meeting with our expert, **Francesco Pelliccia**, to discuss your fresh produce needs.



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