

Bags of performance

FRESH THINKING FOR FRUITS AND VEG

Three good-to-know market trends

1

THE BUY LOCAL MOVEMENT

Consumers increasingly want food that's produced locally. A survey by IRI shows **7 out of 10 European shoppers express a "clear preference" for buying local produce.**¹ Convenience, ethical considerations, and support for local economies are all contributing factors.



2

HEALTHY GOODNESS

With a rising interest in healthy eating, offering fresh, high-quality produce remains a key priority for retailers. In fact, **73% of European consumers think fresh fruit and vegetables are more nutritious than frozen.**²



3

MORE SUSTAINABLE PACKS

New regulations are set to drive the circular economy forward in packaging – minimizing the use of packaging and 'pointless plastic'. In the UK, legislation is going towards the removal of primary packaging for **21 selected uncut fruits and vegetables** to save on the use of plastic film from 2030.³



¹ <https://www.foodnavigator.com/Article/2018/11/14/Local-brands-are-winning-hearts-and-minds-Rising-demand-for-local-food-in-Europe/>

² Mintel GNPD

³ WRAP (Waste and Resources Action Programme "Removing packaging from uncut fresh produce")

INTRODUCING OUR GROUNDBREAKING P-PLUS® LINERS

More sustainable. High performance.

This bulk solution is ideal for your fresh produce – it's designed to preserve harvest-fresh quality and extend storage life by up to **four times higher** than conventional carton and crate packaging methods.



TICKING ALL THE (FRUIT AND VEG) BOXES

- ✓ **Extends shelf life** and reduces food wastage without compromising quality
- ✓ **Leads to higher quality** at point of sale that translates in higher customer satisfaction
- ✓ **Enables longer shipment** times, allowing for an extended market reach and increased flexibility
- ✓ **Excellent seal properties** to preserve freshness and slow down maturation
- ✓ **Enhances product's visual appeal** at point of sale to attract consumers
- ✓ **Boosts profits** by lowering disposal costs
- ✓ **Prevents the need for overpacking** with minimal weight loss and dehydration
- ✓ **Meets consumer expectations** with recycle-ready PE liners



A closer look at the science...

The tightly controlled **density and size of micro-perforations** guarantee the specified permeability every time – which means you can sea freight your fresh products in bulk to distant markets and they'll remain in peak condition (while you extend your reach)!

TAILORED TO MEET YOUR UNIQUE NEEDS

We have a **dedicated team of food scientists** who will work with you to **custom-design our P-Plus® Liners** for your produce. Our solution is available in a variety of thicknesses and material grades:

PE P-PLUS® LINERS:

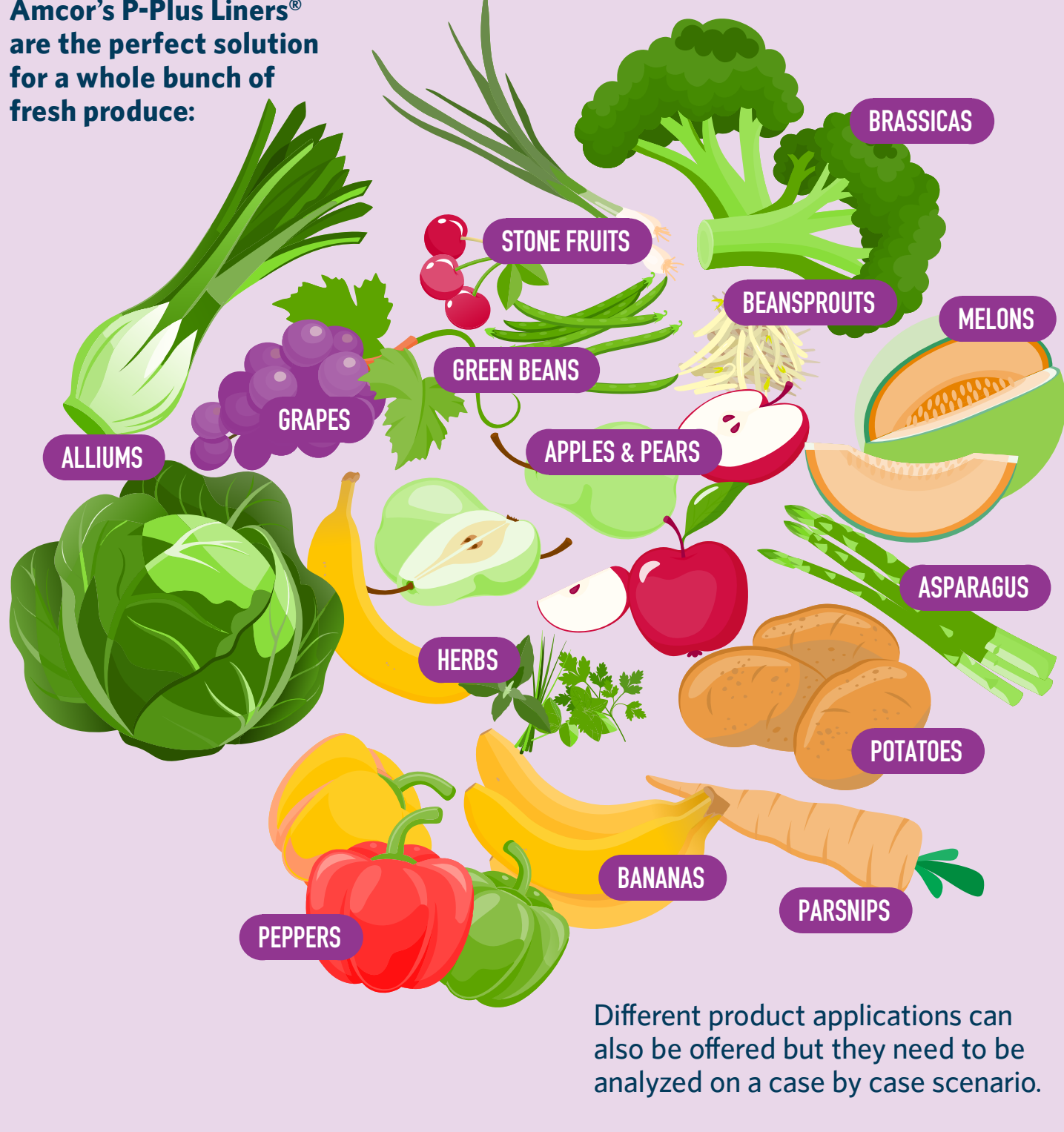
- 30 µm thickness
- Recycle-ready

NYLON P-PLUS® LINERS:

- 20 µm thickness

- ✓ Available for full and half crates
- ✓ Custom cut sizes
- ✓ Multiple clip sizes

Amcor's P-Plus Liners® are the perfect solution for a whole bunch of fresh produce:



Different product applications can also be offered but they need to be analyzed on a case by case scenario.

WANT TO LEARN MORE?

THE TIME IS RIPE

Book a meeting with Francesco Pellicia our packaging experts to discuss your fresh produce needs

