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By Carl Collen

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A bunch of muppets

Eosta utilises laser technology to bring Kenny, Katy and Kalissa Kiwi to life



Organic fruit and vegetable specialist Eosta is using advanced laser technology to turn a simple organic kiwifruit into a cheeky fruit muppet, complete with facial features.

According to Eosta, the Nature & More Kiwi Muppets are a fun and easy way for kids to get their much needed portion of vitamins and fibres.

Although it is a well-known fact that fruits and vegetables are good for us, we do not come close to consuming the recommended daily intake.

Research shows that more than 75 per cent of children in Europe eat too little fruits and vegetables, and, Eosta said, one of the ways to increase the consumption amongst children is to make it more fun.

A few years ago Eosta successfully introduced BUG, individually

wrapped organic oranges that can be turned into an active beetle. Now the Dutch organic fruit and vegetable specialist is launching Kiwi Muppets, including characters Kenny, Katy and Kalissa Kiwi.

"Thanks to natural branding laser technology we can now not only brand our fruit and vegetables with organic logos but also add other texts and designs including these fun faces," said Michaël Wilde, responsible for sustainability and communication at Eosta. "The only thing that people need to do at home is partly cut the kiwi open along the cut line. This way you have a mouth and that brings Kenny, Katy and Kalissa Kiwi to life!"

Natural Branding is the organic approach to marking fruits and vegetables with a laser beam.

The process sees a bit

of pigment removed from the outer layer of the peel, a contact-free method that has been approved by EU Organic certifier SKAL where no additional substances are used, with the method is so superficial that it has no effect on taste or shelf life.

The energy needed for a marking is less than 1 per cent of the energy needed for a sticker. The biggest advantage of this innovation is that it is no longer necessary to pack the organic products in harmful plastic foil.

Natural Branding saves tonnes of plastic and other packaging materials; Just for one product line for one customer, Eosta is saving over 750,000 packaging units, which is tonnes of plastic.

Meanwhile, the group supplies more than ten customers home and abroad, saving thousands of miles of plastic films.