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Smurfit Kappa unveils new punnet range



The Safe&Green range

Safe&Green portfolio features fully renewable, recyclable and biodegradable packaging with option to develop bespoke designs

Irish packaging giant Smurfit Kappa has launched a sustainable new paper-based punnet range for fresh produce.

The Safe&Green portfolio is a more environmentally friendly alternative to plastic packaging and consists of unique designs that are 100 per cent renewable, recyclable, and biodegradable.

Recent research by Smurfit Kappa found that consumers prefer a punnet that balances visibility of the contents with sustainability, with over half (58 per cent) of respondents rating these as the most important attributes of fresh produce packaging.

The research also found that 75 per cent of consumers surveyed believe paper-based punnets to be the sustainable choice. And according

to Eurostat's latest figures, 83 per cent of paper-based packaging is actually recycled.

Commenting on the launch, Arco Berkenbosch of Smurfit Kappa Europe said: "Our research shows that consumers across Europe have a preference towards sustainable packaging when shopping for fresh produce. The Safe&Green portfolio offers growers and retailers a range of sustainable punnets that enables them to respond directly to these customer preferences."

The range consists of packaging solutions that can be used immediately, or customers can choose to develop bespoke designs tailored to their specific requirements.

"Demand for fully sustainable

punnets that are not only aligned with anticipated regulations, but that are durable, hygienic and allow for visibility will continue to increase," said Berkenbosch.

"We are providing a tailored sustainable solution to help our customers increase sales, optimise supply chain and ultimately, make their businesses more sustainable."

Safe&Green is part of Smurfit Kappa's Better Planet Packaging portfolio.

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