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Opal and Accu-Label sign exclusive agreement

Paper fruit labels to be distributed across Australia and New Zealand under newly announced agreement



Opal, one of the Trans-Tasman's largest renewable packaging and paper businesses, has signed an exclusive agreement with Canada-based Accu-Label that will see paper labels distributed across Australia and New Zealand.

The agreement means Opal will be able to provide a key point of differentiation through paper-based labelling technology, which it says is the first of its kind in the fresh produce industry and an alternative solution to plastic labels.

According to a company statement issued by Opal, a key feature of the labelling system is its high label

adhesion rates achieved at high-speed, even on wet and fuzzy fresh produce.

From mid-2021, the labels will be produced locally in Australia and New Zealand. The Accu-Label range provided by Opal will be available in a variety of customisable shapes, colours, artwork and printed barcodes to support market distinction and traceability.

"Opal continues to look for new opportunities to support our customers' demand for innovative solutions, and Accu-Label's high-speed labelling system is another example of how we are providing proven technology, with immediate market benefit," highlighted Andrew Russo, Opal Group general manager, Specialty Packaging.

Accu-Label president, Joe Sleiman, said the company is thrilled to continue its ongoing relationship with Opal.

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