



All you need to know about
fruits & vegetables
packaging solutions

Marketing Presentation



Key Topics

- **Why and how** the fruits & vegetables market is changing?
- **Where the market** is going?
- **How do the changes impact** fruits & vegetables producers?
- **How can DS Smith support** you and your business?





FRUITS & VEGETABLES

2

What impacts the world of fruits & vegetables

- **Consumers are changing their behaviours** and choices they make.
- **EU brings new regulations** to food packaging.
- **As a result, retailers transfer new expectations** on fruits & vegetables producers

Key changes in producers attitude

Producers of **fruits and vegetables** products are doubling down on their **sustainability** efforts, with a stronger focus on **eco-friendly packaging**. Meanwhile, private labels are expanding their economy ranges as consumers feel the effects of the **cost of living crisis**.



**Sustainability
is a key driver in
fruits & vegetables
packaging**

FRUITS & VEGETABLES

Segment Key Trends

● SUSTAINABILITY

62% of Europeans are willing to pay more for reduced plastic packaging.*

● GOOD QUALITY AND TASTE


33% of consumers consider quality of the fruits and vegetables as the most important factor for their satisfaction. Top drivers determining quality are the appearance of the product, its taste, its size, shape and freshness. Shoppers expect packaging to keep the product fresh as long as possible.**

● TRANSPARENCY OF THE INFORMATION

Shoppers want to get information about where their fresh fruits and vegetables come from, how they were produced and how fresh they really are. Paper packaging and high quality print can provide all relevant communication.

● CONVINIENCE

Time-pressed consumers would like to purchase fruits and vegetables in convenient, ready-to-cook formats and are looking for on-the-go, snacking occasions.



Cardboard packaging makes the product more valued.

More than 70% of consumers position the cardboard as an environmental friendly***

* Source: DS Smith and OnePoll, 2020

** Source: Fruitlogistica Trend Report 2019 - Consumer survey

***Source: Sources: IGD ShopperVista, Stora Enso, Institute for European Environmental Policy

FRUITS & VEGETABLES

Consumers prefer plastic-free packaging

It is important for the consumers...



...that the **packaging is recyclable**, although the final cost of the products can be higher.



...that the packaging **contains less plastic** (63%), even if less durable.



...that the **fresh products are not packed in plastic**, even if that means expiration date shorter

Cardboard pack makes the product more valued.

More than 70% of consumers position the card as an environmental ally.

Sources: IGD ShopperVista, Stora Enso, Institute for European Environmental Policy

Legal regulations driving plastic replacement in food packaging

- Restriction of plastic use by The EU Single Use Plastics Directive (SUPD)
- Ban on plastic packaging for fruits & vegetables below 1.5kg in Spain
- European Plastic Levy - a “plastic tax” based on the amount of non-recycled plastic packaging waste
- Italy, Spain (1 Jan 2023) and UK (1 Apr 2022) plastic tax
- Extended Producer Responsibility and eco-modulated packaging fees



FRUITS & VEGETABLES

We are constantly innovating for you

At DS Smith we are **inventing, re-imagining and redefining packaging** to help you respond to changing law, buyer's requirements and shopping habits, with innovative solutions.

We are an expert in **fruits and vegetables** packaging segment with proven track record of innovations.



DS Smith
**your Gateway to
Fruits & Vegetables
Packaging**



FRUITS & VEGETABLES

DS Smith helps customers to make most of their business



Reduce product damage to reduce cost.



Optimize pallet and truck load to lower transport costs.



Producers and traders need to be **fast and flexible in meeting retail demands**.



Need for speed and flexibility from packaging suppliers.

From past to the **future of packaging**

Plastic-based solution



Paper-based solution
from bottom to lid



DS Smith paper-based punnets

Premium

Premium packaging has the power to influence audience
perception for something more valuable, adding value to the product.

Retail

Logistic standardization should create strategies
for moving the products efficiently and cost effectively.


Bio

The Alliance between quality and food safety, ecology and balance.
Board grade: E flute (B/B) , K90-F85-K90



FRUITS & VEGETABLES

Let's design your Fruits & Vegetables packaging **together**



Our experts
will work with you to
deliver your optimal,
tailor-made solution

- Fresh fruit & vegetables are one of the most **difficult** in terms of **expected demand**, managing **supply** and **stock**
- With our **multiple tools and expertise**, we
 - ✓ support your specific supply cycle, transport & warehousing to develop the **most efficient solution**
 - ✓ apply your preferred high quality print
 - ✓ ensure you always have your packaging when needed

Protect your goods with ease throughout supply cycle

Thanks to corrugated board usage and structural design, **our punnets will help you better protect your product.**

Based on your needs, **we design and develop a solution**, using:

- ✓ Circular Design principles
- ✓ Optimisation software
- ✓ PACE program ensuring from design to delivery an optimized solution from cost and protection point of view





FRUITS & VEGETABLES

Tailor made high quality print

**Offset
Digital
Flexo
HQ Flexo**

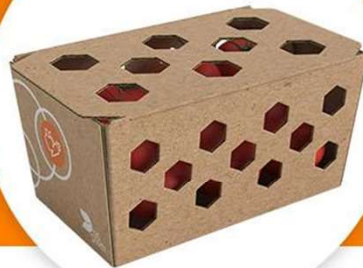
The correct choice of type of print is key to meet your customers expectations and/or guarantee your brand or company logo standout

DS Smith punnets examples of our broader portfolio

Open top punnet



Punnet with lid



Punnet with handle



Multiple possibilities closing and sealing



Closing and
sealing with
double-sided
tape



Automatic
closing
in line



Filler
(hotmelt)



Manual
closing



Sticker
label



Snap tab



Benefits of our Innovation



Made from
recyclable
cardboard

Recyclable

**Brand
communi-
cation**

- ✓ Supports differentiating shapes allowing product customization
- ✓ Personalized brand design and messages by printing
- ✓ Distinctly different and standing out on the shelf

**Product
protection**

- ✓ Structural design
- ✓ Secure closure
- ✓ Special requirements: moisture-proof, non-slip



Easy-open
Smart design
makes visible
inside the
packaging

User- friendly

Technical description



**NATURAL
SOLUTION FOR
NATURE'S
PRODUCTS**



- ✓ Appropriate for food contact
- ✓ Biodegradable
- ✓ Allowing the right levels of humidity and ventilation



**FITS
DIFFERENT
PRODUCTION
AND SALES**



- ✓ Assembling: automatic/manual
- ✓ Punnet with lid or handle
- ✓ Optimized for supply chain-transport, storage and pallets

Benefits above the Innovative Packaging



More sales



Lower cost



Risk managed



Circular Ready

Next to our wide range of standard packaging solutions as well as innovations for **fruits and vegetables** segment, we help our customers in all key valued areas.

Get in touch

At DS Smith we are committed to driving innovation and sustainability in partnership with our customers.

Follow us



[@dssmithgroup](https://twitter.com/dssmithgroup)



[DS Smith](https://www.linkedin.com/company/ds-smith)



[DSSmith.Group](https://www.facebook.com/DSSmith.Group)

Let's create a sustainable packaging future, together! Start the Cycle and get in touch today to develop eco-friendly solutions and understand more about what these trends could mean for your packaging design and messaging.

The Power of Less®



Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Dík Tak Aitäh Kiitos Merci Ευχαριστώ
Köszönöm Grazie Paldies Ačiū Ви благодарам شكرا لكم Dziękuję Obrigado Mulțumesc
Ďakujem Gracias Tack ขอบพระคุณ Teşekkür ederim

The Power of Less®