Retail advantages in using corrugated packaging

When it is selling a fresh product, such as fruits and vegetables, there are many important factors beyond price. Proper packaging and careful exposure to product information has increasing impact on sales. Due to the corrugated board this is possible. The UNIQ containers, being printable facilitate customization and communication.

The package has grown from a mere transport element to a very powerful tool for fruit and vegetable distributor sales.

The first visual contact with the consumer fresh product in stores is precisely the package. Containers play a key role when creating engaging sections with a careful, differentiated image, and designed to facilitate and promote sales. Hence the printability with corrugated cardboard boxes UNIQ become a key factor for any professional horticultural world.

The agricultural carton is a strategic part in the dialogue with the consumer and acts as a catalyst for sales on the shelves. The possibility of a high quality printing, makes the UNIQ boxes in the perfect support to transfer product information, facilitate its traceability, and promote their origin and brand.

UNIQ corrugated packaging cardboard respond to the needs of the entire supply chain. A technical and logistical advantages, its marketing potential, which results in greater benefit for all parties using these boxes UNIQ adds. Guarantee of success in retail.

Source: AFCO