# Smurfit Kappa brings the Agri Experience Center to Fruit Attraction

Smurfit Kappa returns to a new edition of Fruit Attraction to show the fresh fruit and vegetable sector its latest innovations, designed to grow business and meet the needs of producers, marquistas and retailers. Solutions that are also sustainable, a key attribute that differentiates all the company's packaging, since all its designs are 100% biodegradable, recyclable and renewable.

> Thus, in an innovative stand of 128 m2 located in Hall 9, Smurfit Kappa will show all visitors to the fair what it can do for the agricultural market.

In its stand, the 3 fundamental pillars for the development of the business of producers, marquistas and retailers will be present: Innovation, with the Agri Experience Center as the only center dedicated to the design of agricultural packaging in corrugated cardboard, where the packaging solutions are born more innovative to meet the needs of its customers; Sustainability, represented by its Better Planet Packaging initiative, whose objective is to redesign increasingly sustainable and recyclable packaging; and Leadership, as the company leads the agricultural sector in the peninsula thanks to its more than 50 years of experience in agricultural packaging, its 100% specialized plants in this market, its nearly 1,000 assembly machines and a wide network of

centers mounting. In addition, it has developed the brand of packaging for agriculture P84, very recognized in the sector.

> All this together with its leadership position in Europe, with more than 260 plants in 23 countries of the continent to serve the most demanding demands of the most international producers and retailers.

It will also show in this space its latest novelties of paper and corrugated cardboard packaging for the agricultural market, completely sustainable, such as the Goliath solution, developed for the transport and storage of watermelons that, thanks to its conical design, is able to absorb the deformation caused by the weight of the fruit, improves loading efficiency and allows perfect stacking, in addition to optimizing the ventilation and preservation of the fruit and reinforcing the image of the brand; or its barquelinas, a solution that helps customers who want to lead the market in terms of sustainability.

Not forgetting its innovative AgroPaper ™, the sustainable and biodegradable solution for agricultural padding; its already known Smurf box for premium fruit of smaller size, customizable and designed to facilitate the transport, storage and exhibition in the linear of up to 8 trays of 1 to 3 kg. of product; its Box8, a solution for bulk products that can also be used in a mounting machine; or its displays, which attract the attention of the consumer and increase the sales of the brand.

The International Fair of the Fruit and Vegetable Sector, which celebrates its eleventh edition from October 22 to 24 at IFEMA, is one of the strongest international references in the sector and is presented as a key event for professionals and experts in the fruit and vegetable industry . This was the presence of Smurfit Kappa in Fruit Attraction during the last edition