Smurfit Kappa release their newest lidded punnet innovation

The newest lidded punnet innovation with paper netting to give fruit and vegetables the visibility and protection required from field to shelf, whilst also providing a 100% recyclable solution.

Smurfit Kappa will host two lectures on the 7th and 8th February at Fruit Logistica, Messe Berlin. The lectures focus on two main innovations Smurfit Kappa have recently introduced to the agriculture market: PunNET and Agrolife®. Visitors can hear industry specialists present these new concepts live at Fruit Logistica amidst the industry's best fresh product developments.

The visibility of fruit and vegetables in the supermarket plays an active role in the purchasing decisions of buyers and enhances the probability of purchase (Wästlund et al., 2018). Often simply looking at products can encourage the likelihood of a consumer purchasing (Milosavljevic et al., 2012). Smurfit Kappa has created a sustainable, 100% recyclable lidded punnet solution to replace Polyethylene terephthalate (PPT) in agricultural produce punnet packaging. This new innovation enables produce to be seen on shelf but ensures the security of its contents and it will be presented and shown at Fruit Logistica (Hall 10.2, Stand A-06).

Using their unique paper rope, Smurfit Kappa have produced a lidded solution for supermarket shelves. The paper netting is embedded into the corrugated layers ensuring a secure structure which can withhold the pressures of the transport chain. Jurgita Girzadiene, Sustainability & Better Planet Packaging Director at Smurfit Kappa Europe, said: "100% paper-based punnets contribute in several ways to the nature of fresh produce, made from renewable material, they provide excellent protection, and enhance the natural feeling, of the packaged product. Complete recyclability after use encourages a circular economy and enables everyone to claim recycling responsibility. Smurfit Kappa have produced the ultimate natural packaging for natural products.

AgroLife®

AgroLife® will be released for the first time in Europe at Fruit at Fruit Logistica 2024 (Hall 10.2, Stand A-06), highlighting its impact on increasing fruit and vegetable shelf life and reducing supply chain handling costs through the absorption of ethylene which delays the ripening of fresh produce.

Produced in Smurfit Kappa Totana (Murcia, Spain), the treatment is applied to agricultural packaging which then absorbs the ethylene released from fruit and vegetables throughout the supply chain. This increased the window of harvesting delays ripening, extends shelf life thus reducing waste at the point of sale. As well as increasing the harvesting window, packaging and transporters throughout the supply chain do not need to manipulate batches as the treatment is integrated into the shelf ready packaging the produce is originally packed into.

Delayed ripening also improves produce appearance and quality in the eyes of the end user.

Enrique Guillén, Regional Manager South-East at Smurfit Kappa Spain, Portugal and Morocco, said: "the hormone Ethylene is a gas produced by fruits and vegetables, which is responsible for growth and ripening. Both climatic and non-climatic products are sensitive to Ethylene as it reduces their quality and shelf life once harvested.

This is an inconvenience for the entire fruit and vegetable value chain, therefore AgroLife® is going to be vital throughout the fresh produce supply chain." Agrolife® was launched to the market in 2023 and has just won the ‘Fresh Fruit and Vegetables’ category at the WorldStar 2024 Awards. Product testing across different produce supply chains was externally audited (Just Quality) and validated by Smurfit Kappa at the IRTA and Galab Laboratories.

A complete portfolio for the fruit and vegetable sector

In addition to Agrolife® and PunNET, visitors to the Smurfit Kappa stand at Fruit Logistica can also learn more about TechniPaper® corrugated board solutions (fully recyclable and waterproof AquaStop®).

The P84 solutions, Safe & Green Punnet solutions, made of solid board and corrugated board will also be presented. Other highlights include packaging with attractive internal printing and closed lid solutions.

Bio Barrier / Grease Guard

The Grease Guard barrier for white lined chipboard from Hoya is now available with a new formulation made from organic waste. Grease Guard is now even more sustainable in its further development as Bio Barrier and is still water-based, film-free and suitable for direct food contact. All of these solutions are part of Smurfit Kappa's Better Planet Packaging product line, which offers sustainable alternatives to other single-use or less sustainable materials. Therefore, they are 100% recyclable and biodegradable