

Photo report: packaging

From snacking lines to convenience and innovation, fresh produce consultant Gilad Sadan of NAVI Co (Network.Advise.Value.Innovation) offers his shots of packaging for fruit and vegetables from around the world.

Gilad Sadan

gilad.sadan@gmail.com



01



03



04



05



02



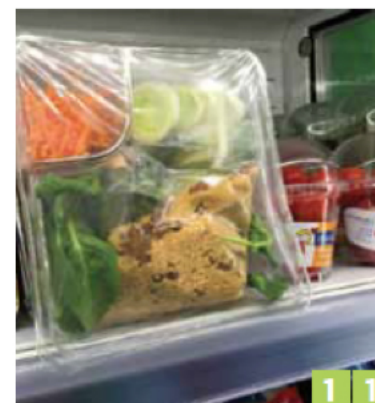
07



06



08



11



09



10

(picture 01) Eat Me Mango (Netherlands). De-cheeked, chunked and packed with a spork included.

(picture 02) Table Ready Berry pack combo (UK). Just remove the lid and place it in the middle of the table – ideal for entertaining and picnics.

(picture 03, 04) Schur Jar (US). Amazing concept with visually engaging artwork.

(picture 05) Half and Half (Netherlands). Artwork printed cardboard tray with a clear plastic locking lid that's got a great visual impact with great merchandising opportunities.

(picture 06) Tri-colour punnets (France). Great eye-catching and colourful design.

(picture 07) Shaker cups and kids' lunch box clamshell (Spain). The shaker lid has holes that fit over the kitchen tap and draining holes so you can wash and rinse your veggies, while the sweet cherry tomatoes packed in three colours are a great healthy school snack.

(picture 08) Automato – the tomato vending machine (Belgium). A great way to engage kids in consuming healthy snacks through the process of 'game-ification'. You pick the colours and weight and pack it yourself into a brown paper bag.

(picture 09) I Love Cardboard sleeves (Italy). Innovative designs in a cardboard sleeve inserted over a plastic clamshell that makes a fabulous promotion-specific message that can be changed without altering the underlying packaging.

(picture 10) Grape cup – Dashboard dining (UK). Easy-to-open clamshell cup that you can hold in one hand. A great healthy snack for on the go, or in the car.

(picture 11) High-tech salad mix (UK). Multi-compartment salad pack with each compartment perforated differently to cater to different product respiration rates.

(picture 12) Tuttnelme! (Italy). Alphabet artwork design that uses the first letter of each leafy-green, making the entire shelf stand out.

(picture 13) NNZ (Netherlands). A different way to merchandise apples in a multi-pack, multi-variety offering, with extra fruit protection as well as printing and branding opportunities.



12



13