

PACKAGING
—Innovation

Persuasive packaging: the key to fresh growth

Gilad Sadan of NAVI Co Group considers the potential impact of innovative packaging concepts on the way fresh fruit and vegetables are sold and marketed to consumers.

Potato chips and a chocolate bar, or snacking cherry tomatoes and destemmed grapes... Which would you choose? Gone are the days when packaging only served a strictly functional purpose for protecting fresh produce and for logistics purposes. Today's global trends in healthy snacking, ready-to-eat foods, convenient 'grab and go' fruit and vegetables, together with kids' healthy lunch-boxes, are showing us that our mission to capture the consumer's attention is only going to become more challenging.

The task facing produce marketers today in selling their product involves telling a story using only a

few words. They need to use their best asset, their colourful and fresh produce, which is nature's best advertiser. Produce marketing companies that are smart in their use of persuasive packaging will harvest some very fruitful rewards.

Packaging technology across different formats continues to advance, which means the options in terms of packaging innovation are not only vast but increasing in their scope. Across this double page, I've picked out some examples from around the world of new ideas that can inspire consumers to purchase more fresh fruit and vegetables.

Consumers' appetite for branded products is rolling over into the fresh produce world as customers know more about what they are buying and its origins, and they have increasing confidence in pre-packed produce. Produce marketers therefore need to engage with their target audience – the consumers – directly on social media platforms to drive sales back into



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the retail stores. They also need to understand who their target market is and give them exactly what they want.

Taking a holistic approach by encompassing a strong concept, a successful product launch and an engaging social media presence will drive sales growth and is paramount to success. Packaging remains a key component in that whole equation. ●

GRUFESA, SPAIN

Repurposing the packaging to use it for one more task, by printing romantic voucher gestures on the inside of the pack for a Valentine's Day promotion.



DISTRIPACK, FRANCE

Dashboard dining plastic 'shaker' cups that can be opened and closed with one hand and fit in your car's cup holder. Developed by Groupe Guillin.



TREBESCHI, BRAZIL

Packaging for sweet grape tomatoes in the shape of a grape bunch, with a cardboard sleeve resembling a vine.



BACKYARD FARMS, US

Boxes designed like a picket fence to promote a home grown look, coupled with excellent store level merchandising is successful in delivering the desired message.



STUDENT CONCEPT

Printed cardboard sleeve showing shoppers that the premium carrots have been hand picked.



NATURE SWEET, US

Increasing awareness for the breast cancer cause by changing the colour of the packs to Pink Ribbon colours; and printing a wintry, Christmas pattern on the bottom of the packs to transform the packaging for a seasonal promotion.

