

# PHOTO REPORT

—Packaging

## When plastic and cardboard play nicely

MELBOURNE—Gilad Sadan, chief executive of Navi Co Global, has collected images from across the globe reflecting trends in the use of cardboard and plastic in fresh produce packaging.

by Gilad Sadan

From the Netherlands to Brazil, fresh produce packaging is combining cardboard and plastic to produce creative, colourful and eye-catching designs for fruit and vegetables that enhance the features of the produce, while allowing marketers to get innovative with their designs.



TREBESCHI, BRAZIL—Brazilian packaging company Trebeschi has combined cardboard and clear plastic punnets to enhance the product's features, and allow marketers to add their own design, like the Disney characters



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Gilad is CEO of packaging consultancy Navi – standing for Network, Advise, Value, Innovation – and brings with him years of experience in Australia's plastic packaging industry.



GRUFESA, SPAIN—Spanish company Grufesa has created a great example of repurposing packaging, through vouchers for loved ones and colouring in cardboard for kids, all the while promoting the message of healthy eating



NNZ, THE NETHERLANDS—NNZ has produced packaging that uses a clear plastic lid over a cardboard base to give a clear view of the high-quality produce, while allowing plenty of room to promote a message or certain look

