

Visy Enviropunnet™

Fresh thinking for your fruit and produce

Sustainability. Quality. Engagement.



Consumers, retailers and growers are all looking for sustainable packaging solutions that produce less waste and offer a more environmentally friendly option, without compromising pack quality. In response, we have designed the Enviropunnet™ – a sustainable packaging solution that enables you to confidently deliver your product to consumers, while building brand loyalty.

Sustainability: solutions for the long-term, today

End consumers are driving demand for sustainable packaging solutions, with up to 70% of consumers wanting to buy their fruit and vegetables in sustainable packaging¹.

The Enviropunnet™ offers a recyclable option that can be made from FSC® (FSC C008345) certified fibre that is environmentally responsible, socially beneficial and economically viable.

The pack is easily dismantled taking up minimal bin space, making it easy for consumers to recycle.



Quality: product protection for you and your consumers

Extensive trials and analysis have been conducted on the Enviropunnet™, ensuring quality packaging performance for a variety of fruit and produce products.

With recent concerns over hygiene and food safety, many consumers are opting for pre-packed fruit and vegetable formats that minimise exposure to environmental elements and human touch.

Enviropunnet™ can be partnered with Visy Connect tags to help reduce product tampering, providing consumers with additional confidence.

The pre-packed format of the Enviropunnet™ offers retailers the added benefit of reduced spoilage, while consumers appreciate the increased convenience of 'grab-and-go' shopping experiences.

Engagement: building brand loyalty through the consumer experience

The Enviropunnet™ pack format offers maximised branding opportunities, allowing you to engage with consumers about your brand, sustainability story, product origin or even include recipes.

Available in a variety of shapes and formats to cover all your fruit and produce needs, the Enviropunnet™ is flexible and adaptable and equally suitable as a component of your online offering or for instore experiences.

We can help you bring your brand into the future of the retail space, for example, through creative use of the Enviropunnet™ in online meal kits and in-store culinary stations, promotions and experiences.



Why choose Visy?

The Enviropunnet™ can be tailored to a variety of supply chains and easily customised to work with multiple lid, film and wrap options. They can be used independently or in conjunction with Visy's large range of sustainable packaging solutions, giving you further flexibility and confidence that your product remains in optimal condition. Eligible packaging can use the FSC® logo for easy recognition of an environmentally friendly product.

Beyond sustainable packaging solutions, our broad capabilities can help you with complete end-to-end solutions to add value to your business, including:

- supply chain optimisation, for example, through automated processes to pack punnets resulting in operational efficiencies and cost savings for you
- point of sales displays to extend instore experience, driving brand loyalty from consumers
- technologies such as Dynexus™ and Thermotrac™, providing important packaging design intelligence to maximise the quality and shelf life of your product

Sustainability sits at the centre of our operating model. We are committed to helping you realise your own sustainability targets, ensuring you make a significant contribution to sustainability for the wider community.

We are committed to partnering with growers and retailers to bring you tailored solutions. Through a collaborative approach we can better understand what consumers and retailers want and create solutions to meet the industry's growing standards and expectations for sustainability.



enviropunnet™
AN INNOVATION BY **VISY**

We're helping you create what's next

To find out more call **13 VISY** (13 84 79) or visit **visy.com.au**

¹ <https://www.miragenews.com/woolworths-further-reduces-plastic-packaging-and-reaffirms-its-commitment-to-a-greener-future/>

VISY
FOR A BETTER WORLD