



Grocery Case Study

Annabel's Strawberry Box

-  Grocery Industry
-  2020
-  8 weeks
-  UK Distribution





The challenge and the background

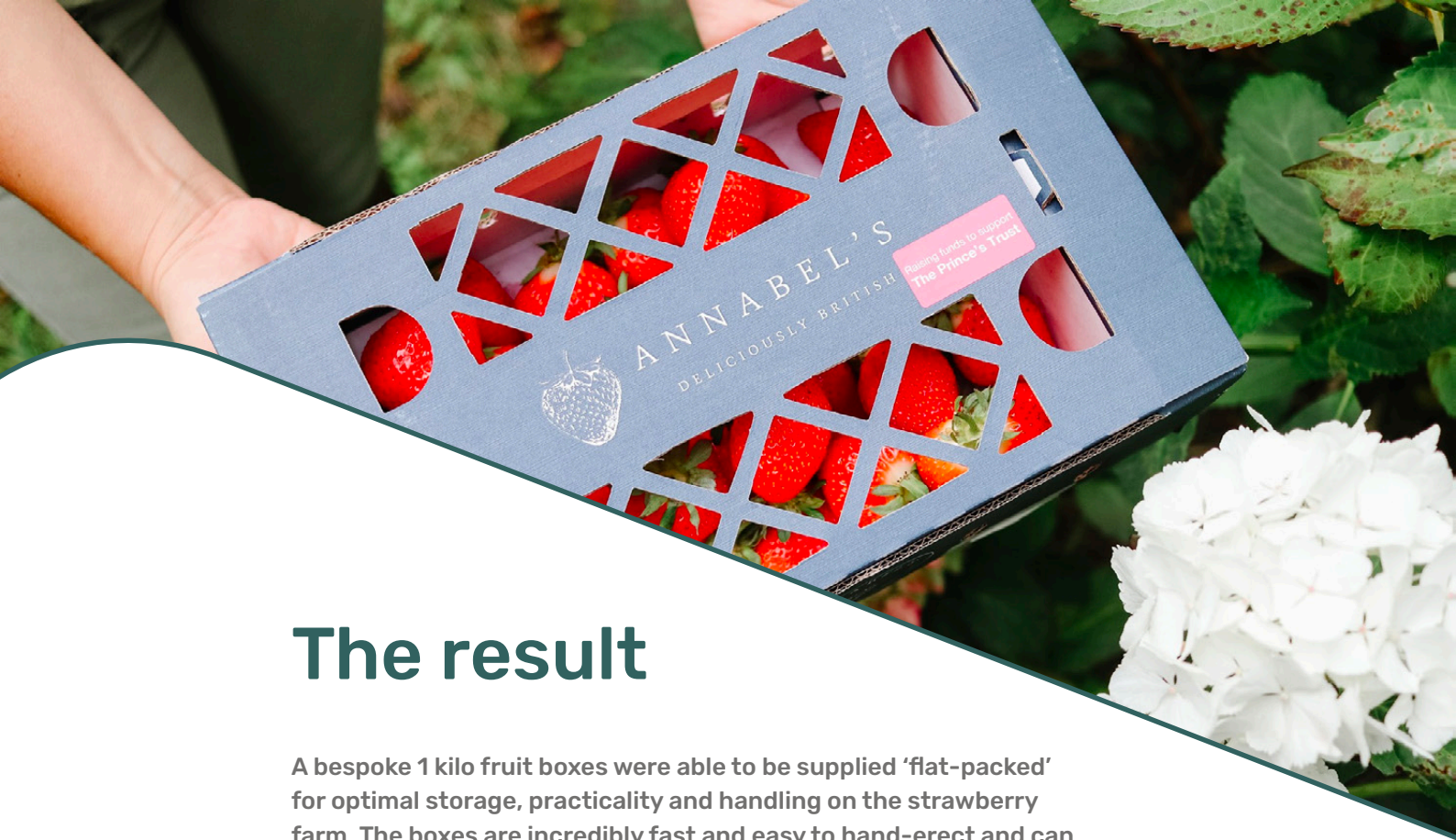
Backed by over 15 years of experience in growing strawberries, and a passion for delicious British food, Annabel Makin- Jones had launched an amazing brand to take their family strawberry farm forward into the future. The Annabel's brand needed to embody everything they were striving for and believed in - quality produce, sustainability, eliminating food waste and backing British produce. The current 1 kilo strawberry packaging was of great quality and boasted a good print finish but wasn't meeting the true sustainability requirements. Made from MDF these boxes were robust but used a lot of energy to make and were not readily recyclable. They were also delivered from the supplier made up, making them inefficient to transport. The tough part was swapping this for a plastic-free alternative that was strong, brandable and recyclable. Where do we go from here?

Westpak's solution to the challenge

We have already been working hard on delivering on a revolutionary box design for the grocery retailers in the months that preceded working with 'Annabel's Deliciously British'. As such, we were able to adjust an existent design to fit Annabel's exact packaging requirements. In addition to the fruit box itself, we also successfully designed a bespoke, plastic-free lid that carried the brand's strong visual identity as well as providing excellent visibility of the fruit inside the box. Annabel's dark, muted and sophisticated brand colours contrasted wonderfully with the vibrant colour of the visible fruit to create a beautiful overall end-product.

The fruit boxes were manufactured with water-based inks and a compostable, moisture-resistant coating on both sides. This ensured that the packaging would maintain its performance in the demanding cool supply chains. We were also proud of the fact that the boxes were the fastest product boxes to erect by hand available on the market, further aiding practicality and usability.





The result

A bespoke 1 kilo fruit boxes were able to be supplied 'flat-packed' for optimal storage, practicality and handling on the strawberry farm. The boxes are incredibly fast and easy to hand-erect and can have the plastic-free lid applied with ease. The fruit boxes also have the added benefit of being able to be stacked straight onto a pallet without the need of further outer packaging. The boxes' ventilation holes also aid the preservation of the fruit, maintain freshness during onward journeys. The cardboard packaging is a highly sustainable solution and is able to immediately convey its environmental credentials through its visual appearance - a great fit the Annabel's brand. The product was an instant success with many liked social media posts, product on the shelves in Dubai and appearing in BBC's Countryfile feature in September 2020.





"Westpak were recommended to us as someone that could help sort our box design challenge. From our first contact they fully understood our needs and were able to quickly deliver an impressive solution. Every box was ticked! I wouldn't hesitate to recommend Westpak"

**Annabel Makin - Jones,
Annabel's Deliciously British**

The Westpak approach

Whether creating bespoke packaging solutions or providing items from our standardised product ranges, we remain committed to working alongside key brands across the grocery and foodservice industries, working to a range of sustainability and business objectives.



Westpak's real expertise is in creating diverse packaging solutions using experience, creativity and product development.



We meet the quick turnaround required by Grocery Retailers and Foodservice Chains, displaying their products at their very best.



We create environmentally sustainable and recyclable products which challenge the status quo.



Our creative packaging helps educate your customers and ensures you stand out from the rest.





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