



Grocery Case Study

Copas Fruit Farms

Pick-your-own buckets

-  Grocery Industry
-  2021
-  2-3 month timeframe
-  UK Distribution





The challenge and the background

The Copas Farm fruit fields are split between two beautiful sites in Buckingham and Berkshire, both of which offer an array of fruit including strawberries, blackcurrants and raspberries, amongst others. The farms place a strong emphasis on their 'pick-your-own' service, welcoming a large number of visitors each year to pick the best of this seasonal fresh produce.

In 2021, the farms wanted to offer customers a pick-your-own bucket that was manufactured to be more environmentally friendly and well as being robust in its design and able to offer strong practicality. Copas Farms were also keen to introduce stronger overall branding on the bucket design with large graphics that would successfully carry their visual identify. The ideal solution also needed to be found quickly to ensure delivery for the beginning of the farms' first picking season.

Westpak's solution to the challenge

Westpak has a strong level of expertise in creating packaging for soft fruits and had previously developed a pick-your-own bucket that offered the ideal solution for Copas Farms. This product was recyclable, being manufactured from Polypropylene (PP). It's rigid design and ability to be easily washed also enables it to be frequently re-used, further enhancing its sustainability credentials. It also offered a number of essential practical benefits with each bucket offering a 3.3 litre fruit capacity. The bucket is fully water and weatherproof, ensuring the bottom of the bucket won't fall out when wet! The product was also manufactured to be ideal for children and is fully food safe in-line with BRC certification. Lastly, the design was also able to fully accommodate the farm's branding requirements, featuring an eye-catching, wrap-around design that would continue to reinforce their farm's strong visual identity to customers long-after their day at the farm.






The result

In total, 40,000 buckets were supplied to Copas Farms with the project successfully working to an impressive 2-3 month timeframe. The buckets remain the only weatherproof container that the farms use. The strong visual branding has also been featured on the farms' social media platforms. This branding ability would not have been possible on more traditional card picking baskets with metal handles.





"Our pick your own bucket design offers so many tangible benefits over more traditional designs. Not only will the brand enjoy greater recognition through the printed exterior, but customers will also benefit from a more child-friendly, practical and environmentally sustainable product."

Seth Hicks,
Managing Director,
Westpak Group Ltd

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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