



# Grocery Case Study

## Co-op Living Lettuce Bags

🍌 Grocery Industry  
📅 2021  
🕒 3 months  
🌐 UK Distribution

  
westpak®



## The challenge and the background

Co-op were looking to introduce a wonderfully innovative new product range, a selection of hydroponically grown lettuces, supplied with their roots still in tact. With the lettuce able to remain alive and continuing to take on moisture, the consumer would benefit from a fantastic level of freshness over a considerably longer timeframe. Co-op were keen to find a paper packaging option for the range of lettuces to complement the range's sustainable ethos. However, this preference for a paper-based packaging material did present a distinct challenge - how would it be able to withstand the very high moisture level contained in the roots without losing its overall structural rigidity? The team at Westpak were tasked with finding the ideal material that could accommodate this specific packaging requirement.



# Westpak's solution to the challenge

The Westpak team worked with both Co-op as their selected lettuce grower through a series of product trials. After a series of thorough tests using various product samples, the ideal paper-based material was found. A highly moisture-resistant paper was used which also offered a high strength seal. This paper option also provided the benefit of being 100% recyclable, plastic-free and Forest Stewardship Council (FSC) certified and was able to be perfectly shaped to the dimensions and contours of the living lettuce. Westpak were also able to offer Co-op the ability to have full branding via a high quality Litho print. This branding process included guidance through the design process, supplying colour swatches and printed samples, as well as offering assistance with artwork amendments from our in-house graphic designer.







## The result

Through our comprehensive product testing procedure, Co-op were able to introduce the new living lettuce range with full confidence in the packaging's ability to present the product beautifully, communicate their emphasis on sustainability and provide a robust solution that would continue to remain fully in tact. In addition to the features branding, the lettuce packaging also carried instructions on storage and how to ensure the product remained fresh for possible time-period.







*"So pleased to have launched hydroponically grown living lettuce into Coop Stores this month! These can be kept in the fridge or just watered and kept in your kitchen where they will continue to grow! This is easily the freshest and best quality leaf I've ever tasted, a great addition to this evening's BBQ"*

Isobel Anstey,  
Buyer at The Co-op



# 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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