



# Grocery Case Study

## Ocado Citrus Boxes



## The challenge and the background

We had supplied our citrus boxes to online grocery retailer, Ocado, for two years when we revisited the packaging to accommodate a branding and design refresh. Through the box's initial structural design and subsequent aesthetic revisions, it has always needed to satisfy three essential criteria: complete practicality and usability for consumers, offering an excellent level of packaging sustainability, and being able to provide a bold visual brand identity.




# Westpak's solution

This 'glue-close' carry-pack design offers total practicality with side and top-cut ventilation holes, precisely applied perforations and a carry handle that can easily accommodate the full 1kg weight of citrus fruit inside each box. By utilising carton-board we were also able to offer a product which is easily recyclable and industrially compostable, providing a strong overall level of packaging sustainability. The carton-board specification also avoids limiting the printing and branding potential. A series of designs have since been created, each with vivid, 'five-colour' print processing available across the entirety of the external surfaces.

## The result

An initial quantity was produced of 250,000 units with current usage figures showing 50,000 sites per months across three varying printed designs. Finalised products can be seen the Ocado online platform as well as through the more recently launched 'Amazon Fresh' delivery platform.



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# 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.





**WESTPAK GROUP LTD**

Unit 2B Kimberley Business Park,  
Blackness Lane, Keston, Kent, BR2 6HL

Tel +44 (0)1322 284455  
Email [info@westpakuk.com](mailto:info@westpakuk.com)  
[www.westpakuk.com](http://www.westpakuk.com)

