

# Detpak

Sustainable Packaging  
That Protects Freshness



We understand your priorities. You want packaging that preserves quality, reduces waste, and enhance appeal. Sustainable packaging, however, can feel complex and uncertain.

At Detpak, we have worked with leading produce brands to design & manufacture clever packaging solutions that are sustainably minded. Whether packing by machine or by hand, we have you covered.



Detpak is a market-leading manufacturer of packaging, specialising in fibre-based solutions. We can develop the right solution for you.



A member of the Detmold Group, a family-owned business, with over 75 years of expertise in fibre-based packaging, we deliver solution's trusted by global leading retailers.



Our global footprint, with 7 manufacturing locations worldwide, allows us to mitigate cost, delivering the most efficient production of packaging solutions for our customers.

## Launchpad

At Detpak, we have built a lab specifically to create commercial packaging solutions for fresh produce, in fact, we have done this for leading Australian growers, Mitolo and Perfection Fresh.

# Case Study - Perfection Fresh



## The Client

**Perfection Fresh** is one of Australia's leading suppliers of fresh produce to the retail sector.

## The Challenge



Perfection Fresh sought a sustainable packaging solution that would elevate the shelf presence of its premium strawberries while significantly reducing plastic usage. The new design needed to maintain product visibility, freshness, and durability throughout the supply chain; from hand-packing to consumer purchase. A key challenge was to create a fibre-based alternative that could match or exceed the performance of traditional plastic containers.

## The Solution

In partnership with Detpak, Perfection Fresh launched the Signature Premium Strawberry Punnet, a standout packaging innovation developed at Detpak's LaunchPad facility. The 240g punnet is made primarily from sturdy, recyclable cardboard and features three large viewing windows for optimal fruit visibility. Ventilation holes enhance freshness, while a unique locking mechanism secures the fruit during transport and on shop shelves.

The design was led by consumer behaviour and a clear ambition to hero the fruit itself. The packaging enables efficient hand-packing and storage, and its fibre-based construction reduces plastic content by 87 per cent. This collaboration builds on previous successful projects between Perfection Fresh and Detpak, including the recyclable paper grape bag.



## The Results

The new strawberry punnet sets a benchmark for sustainable packaging in Australia's fresh produce sector. By significantly cutting plastic content, the fibre-based design supports environmental goals while enhancing shelf appeal. The packaging highlights the premium quality of Perfection Fresh strawberries and offers a modern, differentiated look that resonates with consumers.

Coles stores rolled out the new design in July, reinforcing the industry's shift toward fibre-based solutions. The collaboration between Perfection Fresh and Detpak continues to lead innovation in fresh produce packaging, combining sustainability with smart, consumer-led design.

# Sustainable Packaging That Protects Freshness

From farm to shelf to Consumer, packaging preserves quality, reduces waste, and enhances appeal. That's why we create innovative, sustainable solutions for fresh produce, helping you overcome today's challenges and meet tomorrow's expectations while managing your cost to serve and delivering freshness every time.

## R&D & Innovation

In the fresh produce sector, your reputation and quality is imperative.

By partnering with Detpak, you will have access to LaunchPad™, our specialist in-house packaging design agency and in-house R&D lab that provides bespoke design, materials science, cost engineering, and sustainability.

We'll partner with you on your journey, providing a high quality, dependable product that will help you be the market leader.



## Sustainability

Sustainable packaging is undoubtedly the future, but we understand the pathway can feel uncertain and complex. For fresh produce, that challenge is even greater, balancing shelf life, efficiency, appeal, and recyclability.

That's where our sustainability experts' step in, designing fibre-based solutions that meet kerbside recycling standards and align with evolving regulations through 2025 and beyond, all whilst ensuring the sustainability of the produce remains front of mind.

It means making sustainable choices today, with the confidence that our solutions keep you ahead of regulations and customer expectations.



## Managing Your Cost to Serve

We know margins in fresh produce are under pressure, with rising costs across the supply chain. That's why our global procurement and supply teams work to source the right fibre-based materials and optimise specifications, keeping your packaging efficient, kerbside recyclable, and cost-effective.

In a market where every dollar counts, we make sure your packaging spend delivers maximum value without compromising quality or sustainability.





# Designing Packaging Solutions

At Detpak, we have a team who specialise in sustainable packaging innovation and design which enables producers to pack and transport effectively, preserve freshness and present appealingly to customers. Sustainable made Commercial.



Detpak won the coveted 2024 APPMA Packaging Design Innovation Award for its revolutionary recyclable paper bag for Mitolo Fresh Potatoes

# Discover fresh produce solutions at Detpak.com

Scan the QR code to learn more



## Connect with us

For more information to commence your packaging innovation and design journey, contact us today.

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