

Packaging system for the retail supply chain



Efficient and sustainable



Efficient logistics thanks to standardization

Green Packaging System (GPS) has developed a standardized packaging system based on corrugated cardboard. Thanks to standardization, retail organizations can get a better grip on both inbound and outbound logistics.

GPS takes care of the complete packaging process for fruits and vegetables. This includes:

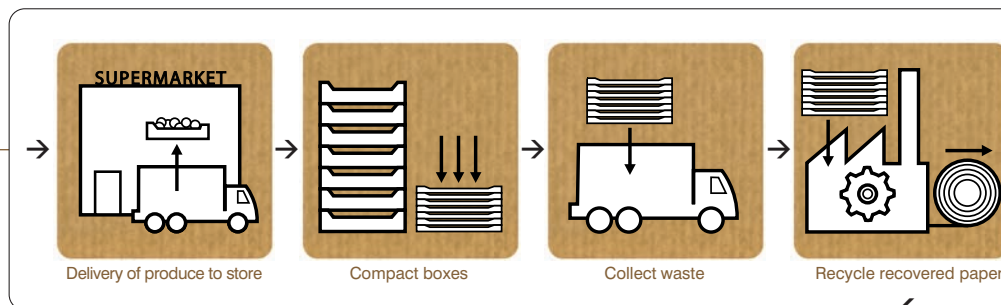
- Advice on the most suitable packaging, including estimates of cost savings and environmental impact
- Advice on automation of packaging and distribution processes
- Production of selected packaging
- Provision of packaging to retail suppliers
- Recycling paper waste into new packaging

Packaging is available throughout Europe and for all production areas of fresh produce.



Thanks to a new design, boxes of varying sizes can be easily stacked. This new design enables retail organizations to substantially improve the efficiency of their distribution process.

GPS takes care of the complete packaging process for fruit and vegetables.



Corrugated packaging: a sustainable choice



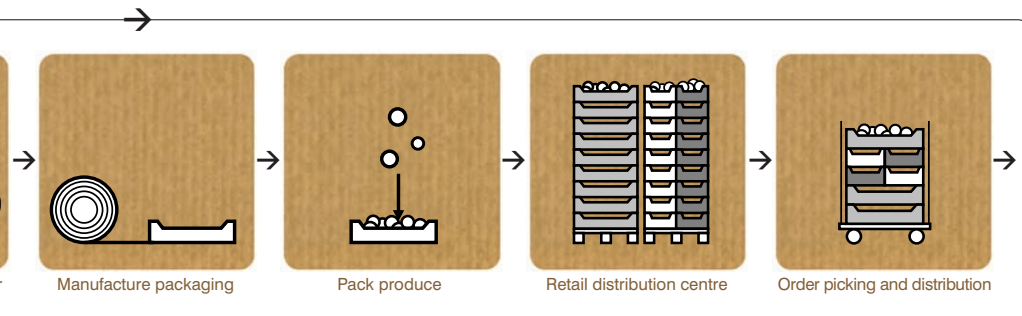
Corrugated packaging is made from natural and renewable resources: recovered fiber from recycled paper-based products and paper made from wood harvested from sustainably managed forests. Corrugated packaging is 100% recyclable.

By collecting all packaging waste, retail organizations are more than able to provide the raw materials for their packaging needs. To complete the cycle, Green Packaging System collects the paper waste from its retail customers and converts it into new packaging materials, which are then provided to retail suppliers.

According to a calculation model developed by Ecofys, cardboard packaging is the most sustainable and efficient way to transport products through the entire supply chain. Ecofys is a leading knowledge and innovation company specializing in renewable energy, energy efficiency and climate change.



Modern consumers are increasingly aware of the exhaustibility of our natural resources. In their purchasing behavior, they are driven more and more by their desire to support businesses that are committed to a sustainable strategy.



Promoting sales with attractive product presentation

Up to 70% of purchasing decisions are made at the point of sale. Printed packaging attracts customer attention - even to goods they never intended to purchase - and persuades them to choose one brand over another.

Printed packaging provides instant recognition for shoppers and limitless branding possibilities for private labels. Every package offers the opportunity to communicate with the customer in the most cost-effective manner imaginable.

Point-of-sale display

Point-of-sale promotional displays provide retailers with the ideal tool for promoting sales with minimal effort. With colored graphics designed to make the product stand out from the crowd, the displays can be positioned in-store quickly and easily.



GPS packaging can be printed on at least four sides, offering various opportunities for branding, product communication and sales promotions.

PACKAGING IMPACT MONITOR

Insight into costs and carbon footprints

To calculate the impact of a transport packaging system, GPS has developed a software tool called the Packaging Impact Monitor. With the Packaging Impact Monitor, GPS can create a model of the entire supply chain of a retail organization and compare various transport packaging systems. The tool calculates costs and the carbon footprint of every packaging system.

Thanks to the packaging impact monitor, retail organizations can obtain excellent insight into costs and carbon footprints. This helps organizations make the right choices and communicate with consumers regarding the choices made.



Corrugated packaging versus plastic crates

Green Packaging System used the Packaging Impact Monitor to conduct an analysis of a logistics chain of 200 fruit and vegetable products. The result: replacing plastic crates with corrugated packaging for transporting fruits and vegetables leads to a substantial reduction in CO2 emissions. Also from a cost perspective, corrugated packaging performs substantially better than plastic crates.



Green Packaging System

Green Packaging System (GPS) provides a sustainable, cardboard-based standardized packaging for fruits, vegetables and other fresh products. GPS' mission is to create value for supermarket organizations by optimizing their logistics processes using a sustainable packaging system. As a result, consumers enjoy their produce while supporting sustainable business practices – all year round.

The advantages of corrugated packaging

All of our boxes are made from corrugated cardboard. Retail organizations can benefit from the advantages of corrugated cardboard in three ways:

1. Corrugated packaging is sustainable.
 2. Corrugated packaging is one-way packaging that complies with the highest food safety standards.
 3. Corrugated packaging can be printed, making it an excellent marketing tool - better than any other transport packaging.
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