

Detpak

Sustainable fresh produce packaging made commercial



We understand your needs. You want sustainable packaging solutions for your produce. Putting them on your production line, however, can be a challenge.

At Detpak, we have worked with leading produce brands to design & manufacture innovative 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, specializing in fibre-based solutions. We can develop the right packaging solution for your produce.



A member of the Detmold Group, a family-owned business, we have been in operation for more than 75 years.



Sustainable fresh produce packaging made commercial

In the Fresh Produce and Grocery industry, we understand the pressure around transitioning from plastic to paper packaging and that you need consistent supply of packaging of the highest quality.

Assured Supply

We've deliberately built a global production network with owned manufacturing in seven countries, supply contingency across every product category and a dedicated global sourcing team.

So, when you partner with Detpak, you can rest assured packaging will never be your weakest link.



Cost Mitigation

We understand there is pressure on your margins due to rising costs across the supply network.

That's why our global supply chain and procurement teams proactively work to find raw materials and product specifications that suit your needs as well as keeping your costs down.

In a world of rising costs, we'll ensure your packaging spend is used as efficiently as possible.



Sustainability

Our sustainability experts ensure you have sustainable solutions fit for an evolving regulatory environment.

It means sustainable choices today and the peace of mind you'll be ready for whatever tomorrow brings.





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.

Launchpad™ is our specialist in-house packaging design agency and in-house R&D lab. Launchpad drives innovation and growth exclusively for our customers; through bespoke design, materials science, cost engineering and sustainability.

LAUNCHPAD



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

Case Study - Perfection Fresh



The Client

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

The Challenge



Current Packaging

- The single use, soft plastic bag used by Perfection Fresh was not a viable option for kerbside recyclability.
- It also did not position the product in a premium category, where the brand strived to be.

The Brief

- Create a paper-based and kerbside recyclable solution, to ensure plastic reduction and to increase public sentiment.
- Bag must hold a similar volume of grape product, allow effective cooling and maintain shelf life requirements.
- Contribute to growth in share of category and reposition as the premium option for grapes.
- Be suitable for the rigours of the complex fruit and vegetable produce supply chain.

The Solution

Detpak and Perfection Fresh collaborated on a multi-tiered approach



Utilisation of Detpak's RecycleMe™ packaging technology, to develop a paper grape bag that was kerbside recyclable and delivered in a premium finish



Prototyping and rationalising of multiple possible solutions, as well as trial and validation to ensure a successful solution to the client, the supermarket (Coles Group) and wider market



Connecting the Marketing, Sales and Operations teams of Perfection Fresh with the Design, Production, Sustainability and Research & Development teams of Detpak to work collaboratively through the project and packaging design



The Results

71% reduction in plastics

The partnership between Detpak and Perfection Fresh Australia resulted in the delivery of a premium paper grape bag which was kerbside recyclable. The bag delivered a 71% decrease in plastic used compared to the previous packaging.

Sales exceeding expectation

Once in-store, the response from customers exceeded expectations. Our strong supply chain accommodated the increase in demand and ensured constant supply. This resulted in a substantial growth in sales.

Discover fresh produce solutions at Detpak.com

Scan the QR link below to learn more

**SUSTAINABLE SOLUTIONS
MADE COMMERCIAL**

HOME / NEWS / EVENTS & TRADE SHOWS / FRUIT LOGISTICA 2025

We understand that reputation and quality are everything to your brand and you need not just a supplier, but a packaging partner whose sustainability initiatives align with yours. That's why the leading supermarkets and convenience stores partner with Detpak.

We provide unrivalled research and development, coupled with innovation, manufacturing, and supply mitigation, to help create sustainable solutions for your business needs that stack up commercially.

We're much more than just a supplier.

When you partner with Detpak, your sustainable packaging goals are made commercial.

In the Fresh Produce and Grocery industry, we understand the pressure around transitioning from plastic to paper packaging and that you need consistent supply of packaging of the highest quality.

Sustainable Choices

Cost Mitigation

Assured Supply

Connect with us

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

Detpak

connect@detpak.com
detpak.com

