

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](https://detpak.com)

– Scan the QR link below to learn more

The screenshot displays the Detpak website's landing page. At the top, the headline reads "SUSTAINABLE SOLUTIONS MADE COMMERCIAL" in white text over a background image of various fresh produce boxes (grapes, quakes, mandarin oranges, mini apples). Below the headline, there is a navigation bar with the text "HOME / NEWS / EVENTS & TRADE SHOWS / FRUIT LOGISTICA 2025" and social media icons for Facebook, Twitter, LinkedIn, and Instagram. The main content area features two paragraphs of text: "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." and "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." This is followed by the sub-headline "We're much more than just a supplier." and the main message "When you partner with Detpak, your sustainable packaging goals are made commercial." Below this is another image of produce boxes. The bottom section of the screenshot shows three columns: "Sustainable Choices" with a circular image of green leafy vegetables, "Cost Mitigation" with a circular image of hands reviewing documents, and "Assured Supply" with a circular image of a warehouse. A large QR code is positioned in the bottom right corner of the screenshot, enclosed in a white rounded square with a green border.

Connect with us

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

Detpak

connect@detpak.com
detpak.com



Detpak

Sustainable solutions made commercial



We understand your needs. You want sustainable 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 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, specializing in fibre-based solutions. We can find the right solution for you.



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



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.



Sustainable solutions 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 through 2025 and beyond.

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.



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