



Media Release

June 4, 2025

A Fresh Take on Strawberries: Premium Packaging that Looks as Good as it Performs

Perfection Fresh has partnered with global packaging leader Detpak to launch a new eye-catching strawberry punnet that is set to raise the bar in the berry aisle — combining standout shelf appeal with smart, functional design.

Rolling out in Coles from July, the new 240g punnet features ventilation holes to maximise freshness, showcasing premium strawberries in a format that's both practical and visually striking — featuring three large viewing windows that let shoppers inspect the fruit from the top and bottom.

Designed by Detpak's Research & Development team at its LaunchPad facility, the Perfection Fresh Signature Premium Strawberry Punnets are primarily made from sturdy, recyclable board, and enable easier hand-packing, storage and transportation.

The Signature Premium Strawberry Punnets blend form with function by reducing plastic by 87 per cent, while also featuring a unique locking mechanism to keep fruit secure.

Perfection Fresh is one of Australia's leading suppliers of fresh produce to the retail sector and has worked with Detpak and its LaunchPad team on other packaging, such as its grape bag that has helped reduce unnecessary plastics.

Luke Gibson, Chief Marketing and Innovation Officer at Perfection Fresh, said the design was led by consumer behaviour and a clear ambition to hero the fruit itself.

"With our new Signature Premium Strawberry Punnets, we can highlight the premium quality of produce inside the packaging, while creating a new standard of messaging through graphics and design that simply cannot be achieved with plastic containers," Mr Gibson said.

"Our strawberries really are the heroes on the shop shelves, and we can show that we have a premium product that's has a new and modern look and feel to it."

Detpak Business Manager Christian Bell said the new strawberry packaging would be a leader in the transition from plastics to fibre-based packaging in Australia's fresh produce industry.

"As our LaunchPad capabilities grow, we've also been able to create and further develop fibre-based solutions which outperform the plastic alternative when it comes to shelf life," Mr Bell said.

"Keeping that in mind, we worked with Perfection Fresh to highlight what was really important – their fresh strawberries – and we know consumers instinctively check the bottom of the punnet to see how the fruit looks.



Detpak

“So we designed a punnet that shows off the fruit from every angle. It’s an elegant solution that looks great, packs efficiently, and supports the quality of the strawberries from packhouse to shelf.”

The Signature Premium Strawberry Punnet will be launched at Australia and New Zealand’s largest horticulture conference and trade show, Hort Connections, from 4 June, with the first in-store trials kicking off soon after.

About Detpak and the Detmold Group

Fully-owned by the Detmold Group, Detpak designs, manufactures and supplies the fast-moving consumer goods (FMCG), grocery and food services industry with world-class sustainable paper and cardboard packaging solutions. Detpak delivers a level of service and care that exceeds standards, with the understanding and operational integrity of a family-owned business.

Many of the paper and cardboard packaging products used in the fresh produce sector are supplied by Detpak, including San Remo, Goodman Fielder, Coles, Mitolo and Perfection Fresh.

With headquarters in South Australia, the Detmold Group is a 76-year-old, family-owned and operated business, supplying packaging to the world’s largest and most iconic food and retail brands. The Detmold Group operates in 17 countries and has manufacturing facilities in seven countries.

About Perfection Fresh

Since 1978, Perfection Fresh has been the pioneer in delivering premium-quality fresh produce to Australians, tailored to local diets and lifestyles. We’ve focused on horticultural innovation to grow the most exceptional produce, using data and cutting-edge farming technologies. With a team of more than 2,000 people working across Australia and now the world, Perfection Fresh stands out as a unique and enduring fresh produce company, marked by its rich history, extensive expertise, and comprehensive approach to farming, product variety, and marketing.

Media enquiries:

Matt Watson – Group Marketing & Communications Manager

0466 865 083

Matthew.watson@detmoldgroup.com