

Achieving Over 65% Plastic Film Reduction with Innovative Solution

One of the leading Canadian produce growers, Del Fresco Pure, faced a surge of consumer and retail partner inquiries about their plastic usage and sustainability initiatives. In response to the increasing calls, they sought expertise from a Crawford Packaging Specialist to explore sustainable options for their tray seal film. The Specialist at Crawford proposed a solution that not only retained product quality but also reduced costs per impression by 80% and plastic film usage by over 65%. Del Fresco Pure was delighted with the outcome, which underscored Crawford Packaging's dedication to delivering customized, innovative solutions – notably, the thinnest laminated film on the market.

Challenge

- Responding to retail partner and consumer demands for more sustainable packaging.
- Need to reduce plastic usage without compromising product quality.
- Balancing cost-effectiveness while transitioning to more sustainable options.

Solution

- Reduced plastic film usage by transitioning from resealable 75-micron film to a single peel 26-micron film.
- Upgraded to a higher-quality film to ensure sealing integrity with lower gauge film at faster speeds.

Impact

- Achieved over 80% reduction in cost per impression.
- Achieved over 65% reduction in plastic film usage.
- Improved operational efficiency with more yield per roll, minimizing roll changes.
- Lower seal temperatures contributed to energy savings.

