



# Grocery Case Study

## Abel & Cole Punnets

- Grocery Industry
- 📅 2016
- 🕒 2 month timeframe
- 🌐 UK Distribution





## The challenge and the background

Abel & Cole are a well-established organic vegetable box company supplying quality groceries direct to their customers' doors including a range of fruit and vegetables as well as meat, drinks and other environmentally-aware household items. The company places a very strong value on its sustainability credentials, advocating a 'planet-friendly' farming approach with low-emission food deliveries.

The company wanted to completely move away from plastic packaging and embrace a far more environmentally conscious and sustainable product that would perfectly sit alongside their brand. On a practical level, Abel & Cole also required punnets that would suit their unique way of storing and packing produce in their designated pack-house areas.



# Westpak's solution to the challenge

After a lengthy consultation period with Abel & Cole, Westpak created a selection of packaging designs that successfully fulfilled the company's specific requirements. We subsequently created a number of variations of punnet samples for trial to ensure complete practicality and ease of use.

These designs into account the range of considerations including various weights, cardboard thicknesses and packing style. Crucially, the designs still maintained a focus on the key objective to be able to deliver produce in environmentally sustainable packaging to fully compliment their brand.







## The result

The resulting packaging was manufactured from a sustainably sourced and recyclable material and available in three different sizes providing consistent pack sizes for several lines of produce. The unique design proved itself to be a strong success for Abel & Cole. Abel & Cole were keen for the punnets to be re-usable, to align with their strong ethos of environmental sustainability. We chose to use a strong grade of FSC certified board that is sustainably sourced from managed forests. This ensured that the punnets would maintain their integrity even after several uses.







*"Westpak came up with a solution that both fits in with our brand ethos, and is functional, with a fantastic aesthetic. We couldn't ask more than that!"*

Packaging Manager, Abel & Cole



# The Westpak approach

Whether creating bespoke packaging solutions or providing items from our standardised product ranges, we remain committed to working alongside key brands across the grocery and foodservice industries, working to a range of sustainability and business objectives.



Westpak's real expertise is in creating diverse packaging solutions using experience, creativity and product development.



We meet the quick turnaround required by Grocery Retailers and Foodservice Chains, displaying their products at their very best.



We create environmentally sustainable and recyclable products which challenge the status quo.



Our creative packaging helps educate your customers and ensures you stand out from the rest.





**Abel & Cole**



Fold me up and leave me out for your dr  
so I can fly back to Abel & Cole and re  
the flock of reuseable organic bo

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