

CASE STUDY: A better, cost-effective packaging solution for fresh fruit



A fresh-cut fruit provider in Los Angeles needed secure packaging at reduced cost. Shifting away from importing to a U.S. supplier, met both demands.

More people on the go are seeking healthy snack alternatives, and the demand for quality packaged fresh cut fruit has never been greater.

But getting a fit packaging solution is key. A failed container can turn beautiful, bite-sized fruit into an expensive mess on the production line, in the distribution chain, or perhaps in the lap of an upset customer – and Simply Fresh Fruit

simplyfreshfruit.com is committed to getting it right.

As one of the largest fresh-cut fruit providers in the U.S., Simply Fresh Fruit offers an extensive product line which is cut on-site – from oranges to mango to melons, strawberries and grapes, pineapple, papaya and more. Packaging for these products can vary by retailer.

Simply Fresh Fruit initially used an imported two-part container at a price point the customer wanted.

The Business & Packaging Problem

But according to Jack Potter, President of Simply Fresh Fruit, they soon discovered that “the imported product did not perform well,” he said. “It did not close correctly, which was a hassle. If you dropped it, it would pop open, spilling the fruit. And it was hard to fill, so it took more time to pack.” That poor function is expensive. “I’ve got a company with a couple hundred employees filling trays all day, so we don’t want anything too hard to fill because of labor costs,” he said.

Finally, losing money due to inferior packaging didn’t make sense at any price.

Jack thought he may have found the solution in his annual Christmas card list – his old friend Alan Franz, President and CEO of Nuconic Packaging nuconicpackaging.com. Alan had worked at a previous supplier to Simply Fresh Fruit, and Jack knew he could trust Alan, so the journey to correct the problem began.

How Nuconic Responded to the Problem

Jack then turned to the experienced engineering team at Nuconic, led by Francisco Diaz, Director of Operations and Engineering, to develop the new design. A prototype, focused on easy-to-fill attributes soon began to take shape. Francisco stated, “After solving the

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easy-to-fill issue, we then moved on to address the closure.”

He continued, “We saw that our new idea held the fruit well, and after we made a big improvement with tamper proofing, the container closed more securely.”

To summarize – no more messes during packing, in the distribution channel, or on the customer’s lap.

How Nuconic Collaborates to Create a Winning Solution

Though not expected to hit the market anytime soon, a number of projects are currently in the queue for which Nuconic provides continuously-refined prototypes. “This is the consulting side of our work with Jack,” says Alan.

“Jack comes up with the concepts, we give him prototypes. Based on feedback, listening and reacting to

what Simply Fresh needs, we adjust designs whenever issues pop up and improve them over time. Jack knows we’re always available as soon as we’re needed.”

Simply Fresh Fruit President Jack Potter and Alan Franz, President & CEO of Nuconic, have been friends for more than 20 years. “I even send him Christmas cards,” says Jack. “Alan is our packaging consultant, and a great partner.

His team is very trustworthy, and responds within minutes.

They can bring a solution to any question. I wouldn’t call anybody else.” Alan responded: “We know Jack wants a partner in business he can rely on to know what needs to be done in real time. We’re there for him. We react.”

 **Nuconic Packaging**
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