

Lightweight Packaging: the greenest choice



Natural Image

Lightweight packaging adds value to its contents, particularly food. It can help emphasise its quality, freshness and naturalness.

Brand Promotion

The development of different printing techniques means lightweight packaging can be easily customised, with brands and promotional messages.



Boosting Sales

Lightweight packaging helps to link the brand to the consumer - this can't be done with plain plastic crates. Selling food and other goods direct to consumers in small wooden packaging formats is particularly attractive.

Standard or Custom Sized

Lightweight packaging is flexible. Technology allows us to manufacture standard sizes or sizes that are customised to customers' needs. Standard bases (20x20, 30x20, 40x30, 50x30, 60x40 cms.) are compatible with European and American standard pallets.

Just in Time Service

Just-in-time delivery avoids the need to hold stock and invest in assembly machinery. Manufacturing plants are often located near to the packers.

Freshness

The nature of lightweight packaging gives good ventilation to the products in it, as well as faster cooling, better long-distance transport and a longer shelf-life.

Quality

Compared with cardboard, wood is more resistant to, and so will stay well stacked in, very humid conditions.



Hygiene

Lightweight packaging is generally made for single uses. It is made according to good practice and with full traceability. Meanwhile, wood has proven antibacterial properties to give protection and hygiene even in humid conditions. Numerous studies demonstrate that wood is better or as good as other materials.

Environmentally Friendly

Wood is the most sustainable and most environmentally friendly choice of packaging materials. Lightweight packaging is made from wood such as black poplar and pine, which comes from managed crops and forests, helping to reduce climate change. Each cubic metre of wood traps nearly one tonne of CO₂; wood has been shown to be the material that has the least impact during its lifecycle (see ADEME 2000). Lightweight packaging is easy to recycle into other materials such as panels and boards, or as biomass fuel. GROW labelled packaging guarantees the use of untreated wood and biodegradable staples



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The Green Option in Logistics

In any given year, it is estimated that one billion units of disposable lightweight packaging are manufactured within the European Union.

Lightweight wooden packaging - such as the wooden crates used for fruit and vegetables - are mainly made from natural materials suitable for direct contact with food, such as plywood strips of black poplar or pine wood, sawn timber or fibre boards.



A Wide Range of Possibilities

Lightweight packaging is mostly used for fruits and vegetables, but is also used to pack other food products such as fish, seafood, cheese and other dairy products, other foods, drinks and for speciality gift products.



How is a Wooden Crate Made?

Wood is a solid and reliable material.

The components of the crate are joined by wire to make them even more resistant.

1. Four corner pieces are cut accordingly to the height of the crate.
2. The corner pieces are then joined to small boards to form two front head panels.
3. Two sides are assembled to form the rim.
4. The last component is the base or bottom, which can be smooth, die-cut, or made with a traditional slatted bottom.