

CASE STUDY

ClimaProof® Box



Overview

Faced with retailers who want more recyclable packaging, and consumers who demand the freshest produce possible, broccoli growers have been eager to find better ways to package and ship their product. So when International Paper introduced its ClimaProof® Box, a number of broccoli farms signed on for the field tests.

The big question for these participants: Could a non-waxed container handle all the slush ice necessary to keep broccoli fresh?

Strategy

Wax cascaded boxes have served broccoli growers well for many years. However, consumers and retailers have become more demanding lately - about everything from the freshness of the produce to the type of packaging used. Recognizing an opportunity to increase sales and satisfy these changing demands, multiple broccoli growers jumped at the chance to put International Paper's ClimaProof® Box through a series of field tests.

The boxes were set-up, packed and stacked in each farm's field, then transported on pallets back to the packing sheds. There, the containers were injected with slush ice (manually or with automatic equipment), then stored for two to six days before being shipped. It was a very challenging test. But when all was said and done, the results were impressive.

- No changes to the equipment used in the supply chain were necessary to accommodate the new box.
- Even after long stays in storage - followed by cross-country shipping - the boxes and the broccoli arrived at retail distribution centers in top condition.

Results

After multiple rounds of field testing, most growers were so pleased with the results - and the feedback from retailers and consumers alike - that they immediately began making plans to use more of the containers in their operations.



6420 Poplar Avenue
Memphis, TN 38197

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