

REPORT
—Packaging

New punnet holds value for IG International

MUMBAI—A new packaging solution developed between IG International and Avi Global Plast is helping to build kiwifruit sales.

by Matthew Jones



Practical packaging is playing a part in the development of the kiwifruit category in India.

Sensing the opportunity for value-added products in the country's burgeoning modern retail sector, leading importer IG International has moved to introduce a three-piece pack, using kiwifruit from its Chilean sales programme.

To optimise penetration for the pre-packed offering, IG International engaged Indian packaging specialist Avi Global Plast. The result is Avi Global's new PNG-300 punnet. Made from environment friendly r-PET sheets, the PNG-300 has been specifically designed to withstand the rigours of an emerging retail environment.

"There has been a paradigm shift in the way goods are sold," explains Ankit Bhargava of Avi Global Plast. "Modern Retail is growing in tier-one and tier-

two cities, making packing a very important aspect. Transporting goods across the length and breadth of the country requires sturdy packaging to ensure its safety. The locking and the design of the packing is such that it allows safety and avoids pilferage of the produce and also assists in reusability until the kiwis have been consumed."

Bhargava says the benefits of the new punnet were not just functional. As kiwifruit is a relatively new import line in the Indian market, IG International and Avi Global have worked to ensure the PNG-300 merchandises the fruit in the most persuasive way.

"The punnet's size is such that it appeals to the masses for buying the retail pack," Bhargava notes. "The pack offers transparency to the consumer, who can see the product clearly before making a buying decision."

Bhargava added that the pack has been developed to be used on high-speed automatic packing machines, with adequate space for labelling and branding. ^A

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ABOVE—The new PNG-300 punnet is made from environmentally-friendly r-PET sheets