

PHOTO REPORT

—Packaging

Packing plenty of value

MELBOURNE—Gilad Sadan, chief executive of Navi Co Global, examines how trends in fresh produce packaging are being mirrored across the world.

by Gilad Sadan



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Gilad is CEO of packaging consultancy Navi – standing for Network, Advise, Value, Innovation – and brings with him years of experience in Australia's plastic packaging industry.

A big part of my role as a produce marketing consultant involves travelling around the world. From various parts of Europe to India, Hong Kong and the US, I keep up with the latest trends.

From my travels, I have coined the phrase “glocal” concepts. Glocal is the combination of local trends in a particular region and global trends, which are true and relevant anywhere in the world.

Yes, every country and every region has its own characteristics, cultural contexts as well as consumer behaviours. Therefore, not all packaging formats will work in every country.

However, there are trends that transcend the geographic locations; health and wellbeing, healthy snacking, urban consumers and eating on the go are true whether you're living in London, New York, Mumbai, Hong Kong or Sydney.

If you look specifically at the packaging, regardless of where it came from, you'll notice there are very similar formats across the globe.

Here are some great examples from around the world of how companies are taking advantage of packaging as a vessel to tell a story and engage with consumers.

Furthermore, companies are now taking to social media and posting images of their product in the packaging, not just images of the produce used in a salad or a side dish.

There are some great examples of ‘lifestyle packaging’ and ‘how to’ visual images of how the product should be enjoyed. It might be on a beach towel, in a gym bag or inside a briefcase for your morning commute on the train.

Done well, packaging is a great asset to a brand and adds tangible value. 



ABOVE & LEFT—
Shelf ready
packaging and
front facing
merchandising
for more impactful
consumer
engagement





ABOVE—Cardboard trays and cardboard sleeves with high-quality engaging prints and larger real estate areas than clear plastics and stickers

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ABOVE—There is a greater focus on the smart use of packaging to extend the shelf-life of produce



ABOVE, LEFT & RIGHT—Grazing buckets are becoming popular



BELOW—Snacking cups are being used across a range of products



LEFT—An example of repurposing of packaging. This children's box gives the packaging a new lease of life once the produce has been eaten.

RIGHT—Re-sealable / Re-closable packaging



LEFT—Packaging is being tailored to mark certain occasions



ABOVE—Boy and stand up pouches present more surface area for messaging