

Corrugated Packaging for Produce

CORRUGATED



IT MAKES THE MOST SENSE

GIVE YOUR BUSINESS

THE EDGE

real fresh!

Sam's



great value!



THE CONTAINER OF CHOICE FOR THE PRODUCE INDUSTRY



There's a reason so many produce growers, shippers, distributors and retailers are choosing corrugated containers: apples to apples, no other option stacks up as well.

And now, with the Corrugated Common Footprint (CCF) introduced in 2000, corrugated saves you even more time, effort and money while offering superior protection for your valuable, perishable merchandise.

The CCF is the fastest growing shipping container choice for produce, outdistancing returnable plastic containers (RPCs) in market share nearly 2.5:1. By 2005, CCF will likely outdistance RPCs by 5:1.* Together, CCF and conventional corrugated containers lead the market in transport packaging for produce.

*Based on a 2003 in-depth survey of food retailers and foodservice distributors conducted by Willard Bishop Consulting, Ltd.



Romaine Lettuce

- fresh
- crisp
- moist
- cool
- whole
- ready to ship

All thanks to this corrugated container.

Romaine Lettuce



Ripe Red
Tomatoes From field to floor in display-ready corrugated.

Ripe Red
Tomatoes

Ripe Red
Tomatoes

It pays to be overly protective.

With its fluted construction and built-in air cushioning, nothing protects produce from abrasion, bruising and other damage quite like corrugated.

Corrugated containers can also be custom-designed to meet special needs with features like additional reinforcement, cooling vents, insulation, moisture barriers and other safeguards.

Independent research repeatedly demonstrates that CCF cases deliver superior damage protection and shipping efficiency. Studies to date have compared container performance for grapes, strawberries, tree fruit and Washington apples. The CCF consistently demonstrates better cube efficiency, lower total supply-chain costs and better product arrival condition in every test.

More efficient at every step, from growing field to sales floor.

With CCF containers, you can load more produce onto the truck, and it arrives in better condition—fresh, appealing and ready to sell. CCF containers make pallet loads more stable, optimize cube efficiency and minimize shrink to reduce costs systemwide.

Display-ready CCF containers go from the field, to the warehouse, to the retail shelf without repacking. And as always, the corrugated package is a ready-made billboard for merchandising and brand identification. Containers can be printed with high-impact graphics for maximum shelf appeal.

The CCF container provides the consistency retailers need without sacrificing the benefits of container customization. You choose the best container depth and design features for product protection and display. And with today's technology, containers can be custom-designed to meet your needs within days.



Commodity	Corrugated Common Footprint vs. RPCs
Grapes	<ul style="list-style-type: none">• Allowed 6 percent larger payload of fruit• Cooled at the same rate• Showed no difference in moisture loss
Tree Fruit	<ul style="list-style-type: none">• Allowed a 9 percent larger payload of fruit• Cooled slightly slower, but faster than the traditional 8-down corrugated box• Generated significantly less bruising
Strawberries	<ul style="list-style-type: none">• Allowed an 11 percent larger payload of fruit• Cooled at the same rate• Generated significantly less bruising
Apples	<ul style="list-style-type: none">• Saved more than \$500,000 in annual handling and long-distance trucking costs

These research results and other useful information are available from the Corrugated Packaging Alliance. (800.886.5255)



Carefully designed to stack more, ship more and save more.

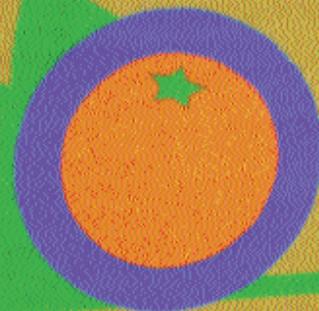
CCF containers are designed from top to bottom to cut your costs and protect your produce. A unique interstacking tab/receptacle system prevents CCF containers from toppling or caving in during transport or handling. And since they're compatible with standardized produce trays used throughout the world (including those sometimes referred to as Eurotrays), the same stable load can be achieved even in today's global marketplace.

The CCF Standard specifies two container sizes and footprints (full-size cases at 597mm x 398 mm, or 23½ in. x 15⅞ in.; and half-size cases at 398mm x 298 mm, or 15⅞ in. x 11⅞ in.) in either display (open-top) or non-display (closed) designs.

CCF containers can be made by any corrugated manufacturer, so you can use the package suppliers you already know and trust. And because CCF is a global standard, mixed pallet loads will be stable and consistent even when they're built with boxes made by different suppliers from different countries.

With corrugated's high stacking strength, light weight and cube efficiency, you can realize lower shipping costs than with RPCs. And there are no backshipping and cleaning expenses.

**UNIQUE
INTERSTACKING SYSTEM
PROVIDES
STABLE PALLET LOADS
DURING TRANSPORT
OR HANDLING**



RANGES

CONTENTS: juicy supply chain savings, compliments of corrugated's **6% LOWER SHIPPING COSTS**



SEEDLESS GRAPES

Surrounded by the natural goodness of
EARTH-FRIENDLY CORRUGATED

SEEDLESS GRAPES

SEEDLESS

GRAPES

SEEDLESS

GRAP



Good for the environment.

Corrugated has one of the best recovery and recycling records of any packaging material on earth. More than 74 percent of the corrugated manufactured today is recovered for reuse.

End users can generate revenue from old corrugated containers (OCC) which enjoy a thriving aftermarket supplying fiber for the manufacture of new corrugated boxes. And here's something else you can feel good about—the remaining product content comes from trees, an entirely renewable resource.

Uniquely versatile.

While providing the benefits of a modular fit, the CCF Standard also allows the package user to take advantage of corrugated's unique versatility and incorporate special design features. The corrugated supplier can continue to offer creative solutions in terms of package weight, thickness, machinability and other features to maximize effectiveness and protection for specific contents and packing operations.

Enjoy a better value.

Because most design specifications for CCF containers are left open (except the footprint size and stacking features), the container customer and supplier can negotiate the terms of sale and the remaining container specifications, from board grade to graphics.

While you're saving money.

In Washington, one apple grower is saving more than \$500,000 a year in handling and long-distance trucking charges by sticking with corrugated.*

Will you save as much? More? Less? There's one sure way to find out—the newest version of our Full Disclosuresm cost-analysis methodology and supporting software. Full Disclosure is a comprehensive tool to fairly evaluate any combination of packaging alternatives.

*Washington Apples Case Study, Heads Up Systems, 2003.

MORE THAN 74% OF THE CORRUGATED MANUFACTURED TODAY IS RECOVERED FOR REUSE

CCF is clearly such a breakthrough in shipping and handling, the facts speak for themselves. Our industry is not afraid to have you put corrugated to the test. Call your corrugated supplier or the Corrugated Packaging Alliance (CPA) for more information. Look at the numbers and decide what's in your best interest. Chances are, you'll see significant savings and greater efficiency in corrugated.



Behind every box is the strength of an entire industry.

We're proud to say that for more than 100 years the corrugated industry has been providing cost-effective solutions to our customers' packaging and shipping challenges. Today, more than 1,600 companies throughout North America manufacture corrugated, providing an abundance of choices to meet you particular needs.

It took many hands to make this footprint.

The CCF Standard was developed by the Fibre Box Association (FBA) and member companies.

The CPA is a corrugated industry initiative jointly sponsored by the American Forest & Paper Association (AF&PA) at www.afandpa.org, and the FBA at www.fibrebox.org.

COST-EFFECTIVE SOLUTIONS TO OUR CUSTOMERS' PACKAGING AND SHIPPING CHALLENGES

Industry members are eager to work with product manufacturers, grocers, shippers and end-users to make corrugated containers a critical component of your business success.

For more information, call the CPA at 800.886.5255, or visit online at www.corrugated.org.

Its mission is to foster growth and profitability of corrugated in applications where, based on credible and persuasive evidence, it can be demonstrated that corrugated should be the packaging material of choice. The CPA also provides a coordinated focus for action on industry matters that cannot be accomplished by individual members.



fresh produce

NEATLY STORED

THANKS TO NEW, MODULAR

CORRUGATED CONTAINERS

whole red STRAWBERRIES

whole red STRAWBERRIES

whole red STRAWBERRIES

whole red STRAWBERRIES

CRISP apples



www.corrugated.org

This brochure is printed on 10% recovered fiber.