

SUCCESS STORY

Natural branding of fruits and vegetables enables Eosta to conserve millions of packaging.



To expand the capacity of natural branding, Eosta was looking for a partner who was able to develop a flexible solution. The ability to react quickly to such conditions as a change of the country of origin of fruits was the main goal to pursue.

Maturity level, country of origin or the season of the year changes the characteristics of fruits and vegetables. So far, although they rely on external help, there was no possibility for them to survey even the slightest changes. Therefore, the slightest changes in the settings needed a day. Due to the partnership with EcoMark this situation changed fundamentally. "We have found more than a mere machine supplier with EcoMark", the specialist for packaging Paul Hendriks said.

The company- Bio merchant house Eosta

- Founded in 1990 in the Netherlands
- Represents more than 1000 Bio-, Demeter- and Fairtrade producers in six continents
- Leading fruit and vegetable sales company for bio products in Europe
- Importeur, distribution company and package

The collaboration with EcoMark

Marking fruits and vegetables without any additive by using lasers were introduced at Eosta at the beginning of 2017. But the Dutch did not find a system which enables the individualization of the natural branding process until the collaboration with EcoMark. To receive an optimal branding each fruit needs specialized machine settings. This must be achieved without a reduction in storage life. Furthermore, a good branding solution must guarantee a flexible reaction.

"EcoMark also involves us in the development process of natural branding," Paul Hendriks says, packaging specialist at Eosta. "In addition, the system is open to all future needs," he adds. Depending on how natural branding is established on the market and what kind of demands the consumers and customers ultimately place, Eosta and EcoMark can shape the future of markings together without additive jointly.

The decision for natural branding

In order to make the process easier for customers to understand, they christened the labeling technique "Natural Branding". "Labels on fruits and vegetables are mostly made of plastic. This is not just a challenge for the environment. They also often end up on the organic waste compost causing problems." Each label needs a special glue which is adapted for the individual product. Nevertheless, Eosta lost a huge amount of classical markings during the transport way. In order to be able to react quickly, labels must always be produced on stock.

The complete coating of fruit and vegetables with plastic potentiated all these difficulties to infinity- and the pile of garbage that Eosta caused was no longer acceptable for the company.



The saving potential natural branding enables

Due to Natural Branding Eosta has conserved 6.9 million packages (labels, transport bowls and films) since the start of its collaboration with EcoMark. Especially the product field of ginger shows measurable success:

- 68.000 kg less packaging per year
- 310.000 kg less CO₂ emissions each year which is comparable to a driving route of 2.5 million km by car

This potential is much higher in other product areas. For example, there are special savings options due to the popularity of:

- Apples
- Pears
- Lemons



Natural branding as a concept of the future

Eosta is convinced of natural branding – and can imagine that the EcoMark machines will also be set up directly with the producer in the future. This would make an elaborate step at the middleman superfluous and thus increase the quality of the goods even further. Until then, Paul Hendriks also sees the responsibility with customers: "They have to decide consciously against packaged food and for naturally marked foods. Doing this they could support regulations to this effect.

We would be happy to advise you personally on the path to write your own success story with Natural Branding and Natural Labeling with EcoMark. Contact us!

Organic and packaging are a contradiction: Natural branding dissolves it

In the perception of Dutch fruit and vegetable distribution, both consumers and producers are increasingly discussing the topic of packaging – not only in the organic sector. "The consensus is: "Don't pack" should be the first choice," Hendriks says.

That's why, for Eosta, the writing of Natural Branding is on the wall. Requests for alternative labeling solutions are accumulating. Based on the expanded capacities the EcoMark system provides, for example, the wishes of large retail chains can also be considered. It is, however, very important that the retailers provide customers with comprehensive information about the concept and about the safety of the marking method.

