

# Lightweight packaging: the greenest choice



## Natural image

LWP makes a difference against its competing materials, such as cardboard and plastic. LWP gives produce an added value emphasizing their quality, freshness and natural origin.

## Brand promotion

The development of different printing techniques allows customization of LWP. That can be printed with all kinds of marks and messages, making it the perfect way for promotion.

## Sales boost

Wood promotes better sales of produce. LWP helps to make the link between the brand and consumer; as it is not the case of plain plastic crates. Specially, small formats are very popular in direct sale to consumers, and frequently used in promotions.

## Standard or custom sized

MLWP industry is flexible. Its technology allows to manufacture such standard packaging as sizes tailored to customer needs. Standard bases (20x20, 30x20, 40x30, 50x30, 60x40 cms.) are compatible with Europe and America standard pallets.

## Just in time Service

Manufacturing plants are usually allocated next to the packers. Just in time delivery avoids stock and assembly machinery.

## Freshness

LWP nature and design allows better ventilation, faster cooling, and better long distance transport and product shelf life.



## Quality

Compared with cardboard, wood resists properly humid conditions and remains well stacked until destination.

## Hygiene

LWP is intended for single use and is manufactured according to good practices and traceability. Proven antibacterial properties of wood, ensure protection and hygiene even in humid conditions. Numerous studies demonstrate that wood is better or as good as other materials (see references)

## Environmentally friendly

Wood is the most sustainable and eco-friendly packaging material. LWP is manufactured from wood such as black poplar and pine coming from managed crops and forests that contribute to the reduction of climate change. Each cubic meter of wood traps nearly 1 ton of CO<sub>2</sub>, and it has been shown to be the material with least impact in their life cycle (See study ADEME 2000). LWP is easy to recycle into other materials (panel board, etc.) or as biomass. GROW labelled packaging guarantees the use of untreated wood and inmantable staples to facilitate waste processing.





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## The “green” option in logistics

In any given year, one billion units of disposable lightweight packaging are estimated to be manufactured within the European Union.

Lightweight wooden packaging - such as the wooden crates used for fruit and vegetables – are mainly made from natural material suitable for direct contact with food, such as plywood strips of black poplar or pine wood, sawn timber or fibre boards.



## A wide range of possibilities

LWP is mostly used for fruits and vegetable, but wood is also used to pack other food products like fish, sea food, cheese and dairy, drinks, etc. or even for special gifts.



## How a wooden crate is made?

Wood is a solid and reliable material.

The components of the crate are joined by wire to make them even more resistant.

1. Four corner pieces are cut according to the height of the crate.
2. The corner pieces are then joined to small boards to form two front head panels.
3. Two sides are assembled to form the rim.
4. The last component is the base or bottom, which can be smooth, die-cut, or made with a traditional slatted bottom.

See some videos: English, French

