



4 Mildura Fruit Company's use of Amcor's open-top-tray for citrus is providing benefits aplenty for the shipping and sale of Chis-Elite oranges.



6 CPI Group announces a \$3 million dollar loss as well as the acquisition of Boomerang Paper.



8 SMI Pacifica helped a Sydney company meet supply chain requirements by delivering shelf-ready trays with barcodes continuously printed on shrinkwrap.

News

MFC packs more punch into citrus

Mildura Fruit Company (MFC) claims an Australian first with the release of premium navel Chis-Elite oranges in a 60x40 open-top-tray designed and made by Amcor.

While open-top-trays aren't 'new to Australia' - they have predominantly been used in grape packaging - this is the first time an open-top-tray has been designed and made in Australia specifically for citrus fruit.

Richard Hilson, retail trade marketer at MFC, said the new trays provide two significant benefits for the retail industry.



Reduced shrinkage is one of the biggest benefits the open-top-tray has to offer.



Amcor's open-top-tray for citrus products gives the Mildura Fruit Company the edge in product handling, transportation and in-store presentation.

First, shrinkage is reduced because the packaging helps reduce damage to fruit during transit, virtually eliminating pressure damaged fruit.

The packaging also prevents overhandling instore as the fruit can be taken straight off the pallet and placed directly onto shelves without being removed from its original packaging.

Since the original packaging remains, branding of the fruit is

also stronger.

Hilson claims supply chain reaction has been outstanding.

"There has been great interest shown from markets in Melbourne, Sydney and Brisbane. There was one story of a consumer ringing the grower and congratulating them on a great tasting orange and the consumer obtained the grower's details from the information printed on the open-top-tray," he said.

Mildura Fruit Company's (MFC) open-top citrus tray for Chis-Elite oranges is not the first open-top to squeeze its way into the Australian market. Richard Hilson said the market's acceptance of the first incarnation was limited.

"The first open-top tray for citrus was designed and built in New Zealand which made it expensive and it had to be ordered well in advance. It's depth (15cms), also made it difficult to pack large fruit counts into.

"Amcor's tray was developed by Neil Thompson from Amcor in Melbourne who worked closely with MFC," said Hilson. "Amcor's tray is more durable and deeper (18cms) than the earlier design, making it better for packaging large fruit," said Hilson.