



Smithy Mushrooms Switches to Fiber-Based ProducePack™ Punnets for Their Exotic Mushrooms

Smithy Mushrooms, a leading UK mushroom grower, has been bringing exotic, wild, and fresh mushrooms to UK consumers for over 25 years. The company values staying on top of growing techniques and exploring packaging and delivery innovations, to ensure its customers receive the best product possible.

The mushroom grower needed to address the shift in consumer preference, and the introduction of legislation in many European countries intended to restrict the use of plastic in packaging means brands and retailers are more often seeking packaging that reduces single-use plastic.

Smithy Mushrooms partnered with Graphic Packaging International to develop an innovative, alternative packing solution for their exotic mushrooms that would support their plastic reduction goals while being attractive to consumers and retailers.

Innovation Highlight: Sustainability | Efficiency | Premium Branding

Challenges 

- The molded fiber trays required flow-wrapped plastic to seal the product.
- Smithy needed to eliminate the flow-wrapping process to improve operational efficiency.
- Molded fiber has limited ability for printing, restricting branding and messaging opportunities for the retailer.

Solutions 

- Graphic Packaging introduced the fiber-based ProducePack™ Punnet tray, which can be top-sealed and contains 30 percent post-consumer recycled (PCR) material.
- The punnet tray can be top sealed at speeds equivalent to plastic trays and runs on the same forming machinery.
- The punnet tray and top film can be printed with high-impact graphics.

Results 

- By adopting an innovative paperboard packaging solution, Smithy Mushrooms stays responsive to consumer needs.
- The punnet tray can be recycled in household waste streams after use.
- PCR use for the top film contributes to retailer sustainability goals.
- The new packaging offers premium branding opportunities, helping the mushroom trays stand out on the shelves.