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Earthcycle™ Sustainable Packaging Solution in Ground-Breaking Canadian Retail Trial

CKF teams up with Belmark Inc. and The Fruitist to bring to market blueberries in Earthcycle, the home compostable, recyclable, and renewable packaging solution.

HANTSPORT, NS (April 25th, 2023) – CKF Inc., a global leader in the design and North American production of sustainable packaging solutions is partnering with Belmark inc., to support a Canadian retail trial with blueberries supplied by The Fruitist, a joint venture between Agrovision Corp. and Berries Paradise.

The new Earthcycle branded EC 652 is an 18 oz top seal blueberry punnet designed to easily slip into automated packing lines with existing top seal tooling. The goal of the trial is multi-faceted- including perfecting the runnability of the Earthcycle punnet in automated production lines, establishing the optimal specifications for the film/fibre bond, proving the extension of shelf life and most importantly, ensuring that the consumer responds to a package that is 80% less plastic.

While still early days of the trial, the initial pack outs have met targets for throughput and shelf performance. Consumer engagement with the packaging has exceeded expectations. “The consumer can still see a majority of the berries due to the intentional design of the package, which has always been a concern for retail in switching from plastic to an Earthcycle container” says Shannon Boase, Senior Director of New Market Development for CKF, Inc. “The environmental call outs of the packaging on the top seal film supplied by Belmark, along with the established quality of berries from The Fruitist and the intuitively-earth friendly Earthcycle material, has made for a winning combination at retail and the consumer is responding positively”, she adds.

“It is more than just reducing plastic”, says Scott Albertson, EVP Sales and Marketing of The Fruitist. “Having a functional product that works through the supply chain, all the way home to the customer’s fridge is equally important for any new sustainable packaging solution and a key reason we are excited to test drive this new packaging initiative.”

“We are thrilled to be part of this project,” says Jason Vande Loo, Director of Business Development for Belmark inc. “As consumer attention toward environmentally positive packaging and global regulatory pressures rise, brands and retailers need packaging vendors to bring forth innovative alternatives for the marketplace. This specially designed top seal film is universally compatible with both moulded pulp and recycled PET trays while elevating the brand billboard space with impactful printed graphics. We are very impressed with the strong seal achieved on the Earthcycle trays.”

CKF will be displaying the EC 652 along with its entire line up of Earthcycle packaging for produce at the upcoming CPMA show in Toronto at Booth 1929.

About CKF Inc.

CKF Inc. is a diversified Canadian-owned manufacturer that proudly offers a wide range of moulded pulp, foam, and PET products to meet the specific demands of retail consumers, food service operators and the packaging industry. CKF is a member of the Scotia Investments Family of Companies, whose core values include long-term stewardship, environmental integrity, and community well-being.

R.A. Jodrey established Canadian Keyes Fibre Company Limited in the summer of 1933, during the worst of the Great Depression years. The Company began with a single plant in Hantsport, NS, manufacturing pie plates and cake circles for bakeries. CKF has experienced uninterrupted growth since its establishment and now operates five plants in Canada—Hantsport, NS., Rexdale, Ont., three in BC: Langley and Delta, and two plants in the US in Clinton, IA and El Paso, TX—employing over 1,100 people. Nationally recognized brand Royal Chinet® is one of CKF's best known products and stands as a symbol for many Canadians —of family, friends, and joyous occasions.

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About Belmark inc

Founded in 1977 Belmark inc is located in DePere, Wisconsin and manufactures pressure sensitive labels, flexible packaging and folding cartons for a wide range of markets. Belmark provides customers value through proprietary capabilities in the areas of speed-to-market, product development, service development and quality. Belmark's Sealutions™ resealable and peelable lidding film technology is an innovative and eco-friendly solution for the produce industry providing reclosable freshness for multi-serve products.

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About The Fruitist

The Fruitist is the brand of Fruitist & Paradise, a joint venture between Agrovision Corp. and Berries Paradise. The two companies are global growers, packers, and shippers of fruits from their own farms in Peru, Mexico, and Morocco. The Fruitist represents the combined efforts of the three company's strategy that is driven by innovative new and improved berry genetics, new product development and sustainable packaging.

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