

## Van der Windt Verpakking

# Freshly packed for you

Not everybody has heard of Van der Windt Verpakking. Yet everybody knows the company's packaging which can, in fact, be found everywhere. There's a good reason why Van der Windt is the market leader in the fresh produce segment. Van der Windt serves the industrial, retail, vegetable and fruit, other fresh produce and ornamental horticulture sectors. 'Our packaging is behind the success of many different companies', says Managing Director Peter van Leeuwen. Your company and products could also benefit from the added-value offered by Van der Windt.

Van der Windt is part of a globally-operating organisation in the field of packaging. And that is clear to see. The company is at the forefront when it comes to technical innovation, but also offers practical solutions for transportation and distribution. And, partly thanks to its in-house design studio, Van der Windt can also take care of the design and printing of the packaging. Van der Windt is a one-stop-shop!

The Van der Windt Group began in the heart of the Westland in 1969 as a supplier to the region's horticulture industry. Over the past 40 years the company has expanded into a leading packaging company that develops, manufactures and supplies plastic and cardboard packaging and disposables to the agriculture and horticulture sector, the food and non-food industry and the retail sector as well as service provision segments such as catering, food service, cleaning and health care. But Van der Windt wants to be more than just a packaging supplier. Its customers, service provision and quality are Van der Windt's priorities. Which is why the company's experienced staff know what they are talking about and find a suitable solution to every packaging question. And that is why the around 180 Van der Windt employees now supply around 15,000 different products to 6,500 customers.

### Technology

Special coatings and additives ensure that prepared vegetables and fruit have a longer shelf life and stay looking fresh. For products such as cheese, meat, cold meats and fish for which a specific and longer shelf life after packaging is required, Van der Windt supplies a range of laminated barrier films. Depending on their construction the films provide a barrier to moisture (to prevent the product drying out), to oxygen (to slow down bacteria growth) or to retain the gas mixture inserted into the packaging by the packaging machine during the packaging process. To achieve the right degree of packaging porosity Van der Windt also offers a range of perforation options, such as macro, micro, hot needle and laser perforations. The result is packaging that provides both a functional means of presentation and transportation and a long-lasting solution. Van der Windt makes a major contribution towards the ornamental horticulture sector by supplying packaging

including plastic crates, buckets, boxes, flower films and sleeves for bouquets, plants and fresh herbs to customers including retailers, growers, packers, importers and exporters.

### In-house studio

Packaging is often printed and ensuring the printing will be perfect requires careful pre-print preparation. From design to a proof print: the staff in Van der Windt's pre-print and studio departments combine their creativity, marketing experience, graphics expertise and considerable packaging know-how to ensure your packaging is beautifully printed. These specialists not only have the necessary knowledge and skills, they also have the most advanced equipment and software at their disposal.

### *'Van der Windt has a solution for all kinds of packaging'*

Van der Windt is also creative when it comes to coming up with new packaging concepts and helping to develop completely new product lines. 'For Tommies, small snack tomatoes, we incorporated a salad shaker', tells Van Leeuwen. 'Greenco - the producer of Tommies - sought a new way to present the tomatoes. We came up with a plastic beaker in the form of a shaker with a hole in the lid through which the consumer can shake the tomatoes out one-by-one.' Van der Windt, in cooperation with Vezet, also developed the new packaging for Znek - a product which had been on the market for a while. Znek, pre-sliced fruit in a consumer packaging, is distributed via various outlets including petrol stations. In 2009 'Znek' was involved in the nominations for the Verkiezing van Versmarketeer (election of the fresh food marketer of the year).

### The environment and sustainability

In Van Leeuwen's view packaging has an, often undeserved, negative image when it comes to the environment and sustainability. 'But packaging can, in fact, contribute towards reducing pressure on the environment. Take the cucumber packed in plastic film. A cucumber wrapped in plastic dries out far more slowly and, therefore, stays fresh for far longer. In developing countries in particular far more fruit and

vegetables are thrown away because the correct packaging has not been used or is not available. And that puts a far greater pressure on the environment.'

In many cases Van der Windt can offer materials-saving packaging. Jan van den Bos, Managing Director of the Agri and Horticulture Packaging Business Units, explains how packaging is continuously being made lighter and thinner. 'This is possible thanks to a variety of new techniques. The thinner packaging is not only more attractive in terms of its price but is also far more environmentally-friendly.'

'We supply a wide range of bio-degradable or compostable packaging. Lower taxation means that these products, which are slightly more expensive to buy, are still attractive. Although currently the global market share of bio-based packaging, made of raw materials such as starch, corn, lactic acid or sugar cane, is just one percent, the forecast is that in ten years time more than twenty percent of all packaging will be bio-degradable or compostable.' According to Van den Bos, under the name Wenterra, one of the brands Van der Windt uses for its range of biological - compostable packaging, the Group has been producing a range of bio-based packaging since the early 1990s.

### International experience

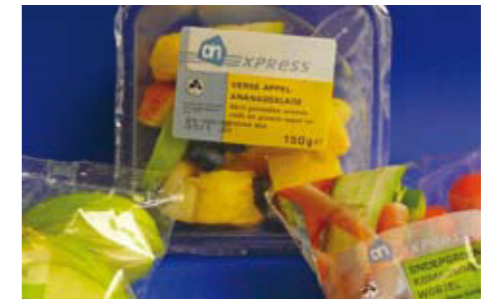
As part of the internationally successful Clondalkin Group Van der Windt operates under the umbrella of one of the world's largest and most active groups of packaging companies. For Van der Windt's customers this means working with a company that not only has a treasury of international experience in-house but also a considerable knowledge of and experience with the latest technologies.

### Total solution

What are Van der Windt's success factors? The company is customer-oriented, market-oriented and, partly thanks to its excellent distribution, offers scale and cost advantages. Van der Windt has a packaging for every product: bouquet, plant or herb sleeves, cucumber shrink film, cardboard boxes, plastic crates, buckets, onion and potato bags, coffee cups, carrier bags, packaging films, closures, filling and protective materials, pallet-wrapping film or garbage bags: Van der Windt offers a solution for every packaging requirement.



Van der Windt is the world-wide leader with regard to producing and distributing flower, pot plant and herb sleeves.



Films for packaging of fresh cut vegetables, fresh fruit, meals: Van der Windt is your partner.



Van der Windt = one stop-shop: development, production and delivery of printed packaging for fresh concepts

www.vanderwindt.com



**VAN DER WINDT**  
A Clondalkin Company

FLEXIBLE PACKAGING

packaging solutions and services

'Packaging solutions and service' - the words under our logo express precisely what we do and what we stand for', says Van Leeuwen. 'We are an independent, outstanding-performance, total supplier of packaging solutions and services.'