

CUSTOMER SUCCESS

TITAN FARMS

CHALLENGE

Titan Farms, the largest U.S. peach grower on the east coast, wanted to offer a small quantity alternative to traditional plastic packaging that would appeal to customers. Fiber-based solutions are already popular in Europe, and Titan Farms saw the opportunity to bring similar technology to the United States and showcase its dedication to innovation and sustainability.

SOLUTION

WestRock worked with Titan Farms to create a 4-count peach carrier with a woodgrain graphic design on uncoated KraftPak® paperboard to evoke the natural appearance of a wood crate. The new carrier with built-in handle is recyclable, and its 4-count, auto-bottom style offers ventilation and product protection.

RESULTS

This solution shows consumers that Titan Farms takes pride in their produce and the environment. Customers got a grab-n-go package with an ergonomic handle that did not use plastic.

