



JAMES ROSS  
CONSULTING

## Conceptualizing, developing and market testing a radical new fruit packaging design for Chiquita Brands International across Europe and South America

Chiquita Brands International are globally recognized as one of the largest fruit distributors, however market research had highlighted a major concern - considerable fruit wastage on one of their largest fruit lines. According to the research this was occurring in distribution and on the retailers shelf as customers handled the fruit. This was having a considerable impact on the throughput of fruit through their outlets.

### Business Challenge

Resolving the wastage and damage issues would require a unique, radical new design, however Chiquita did not have an internal resource that could execute a time consuming, highly specialized packaging project. James Ross Consulting were engaged by Chiquita Brands International to manage the project. The project was in three phases; (1) conceptualize the packaging (2) develop concepts into prototype models and (3) take one prototype forward for full market trial.

### How JRC Helped

JRC provided technical packaging resource to work on each phase of the new packaging execution. JRC's internal design team first conceptualized radical, but practical designs to meet the brief. From Chiquita's design selection it was clear that a material with special properties was required. The project management team worked with suppliers to develop and source the required material (ensuring food safety and environmental aspects were met). JRC then worked with a packaging converter to deliver a finished printed design for full market trial.

### Value Delivered

JRC were able to offer a complete service for all phases of the project using their considerable expertise in material science, conversion techniques and their wide network of packaging resources. The project was delivered on-time and offered a radical, unique packaging design.

### About Chiquita Brands International

As one of the world's top banana producers, Chiquita Brands International deals in big bunches. The company grows, procures, markets, and distributes bananas and other fresh fruits and vegetables under various brand including the premium Chiquita brand. Its products are sold in some 70 countries worldwide. Chiquita's other products include whole citrus fruits, melons, grapes, apples, and tomatoes, as well as fresh-cut items, juice, and processed fruit ingredients.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).

Cost Optimization, Technical Support and Analytical Services