



Savco speeds farm-to-store delivery with digitally printed corrugated bins

Savco is taking advantage of the high-quality graphics, vibrant color, and flexibility of HP digital printing to engage customers with its H2O Melon brand. Corrugated retail bins featuring eye-catching graphics versioned for different types of watermelons have helped Savco gain increased space at major grocery store chains, attracting shoppers in crowded retail environments.



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Product of:

Industry sectors: Food

Brand name: Savco Worldwide

Testimonial from: Sav Tsoukalas, President, Savco Worldwide

Print Service Provider: Hummingbird, the digital print division of Georgia-Pacific

HP equipment: HP PageWide T1100 Series Press

Website: h2omelon.com/index.html





Challenge

“For a long time, I wanted to make our produce bins more visually attractive, with vibrant color graphics, but the high front-end plate costs and the limited flexibility in design changes created a major barrier to agility.”

– Sav Tsoukalas, President, Savco Worldwide

Seeking high quality, flexibility and delivery speed for packaging

Toronto-based Savco Worldwide Inc. is a young, and fast-growing distributor of fresh produce throughout Canada and the US.

With Canada’s ethnically diverse population, Savco’s founder and president, Sav Tsoukalas, saw a strong opportunity to focus on exotic fruits and vegetables that people associate with their heritage or childhood. Along with that, Tsoukalas wants to show the differentiated quality of his company’s produce. To this end, Savco markets its products under two distinctive brands: H2O melons, and EAT! pumpkins, corn, cauliflower, grapes, and other produce.

Savco’s produce is sourced from growers across North America and beyond, even Africa. The growing seasons for some products can be very short, and freshness is essential, so Savco needs packaging to be delivered to growers on time, with minimal waste. Print quality is especially important as Savco is a smaller distributor competing against large and well-established companies.

For its H2O Melon line, Savco investigated several options for its large retail display bins. It ruled out litho and flexo printing processes due to their high cost of plates and limitations in making frequent design changes.

Leaning towards digital printing, with high-quality, full color graphics and the ability to easily and cost-effectively change-out designs, Savco first investigated producing vinyl bin covers. With the relatively high cost for the covers and resistance from merchandisers who felt that setup would be too time-consuming, Savco looked for another option.

For more information on HP’s Corrugated Packaging Solutions:
hp.com/go/corrugatedpackaging

Solution

“The growing and buying seasons for some produce can be just a few weeks. The HP PageWide digital printing solution gives us the agility to quickly provide our farmers with up-to-date packaging for shipment to retail stores nationwide.”

– Sav Tsoukalas, President, Savco Worldwide

Going digital with corrugated cardboard bins

After seeing a demonstration on the HP PageWide T1100 Series Press at Hummingbird, the digital print division of Georgia-Pacific, Tsoukalas knew that digitally printed corrugated bins could meet all his requirements. “I was impressed with the ease of setup, the color graphics with smooth halftones, the capability for fast turnaround, and the rigorous quality control that was performed,” he says. “I was in awe!”

Hummingbird produced 102 cm x 122 cm (40 in x 48 in) octagonal bins capable of holding up to 318 kg (700 lb) of produce, printed with differentiated graphics for its H2O Melon watermelons and H2O Melon Drops mini-watermelons.

The top liner is printed on the HP PageWide T1100 Series, which uses food-safe true water-based inks¹. It is then attached to the flute and bottom liner, and the printed sheets are cut, folded, and glued into shape. According to Hummingbird, the T1100S Press helps shippers get products to market up to 80% faster than traditional printing and manufacturing methods.

For Savco, a major advantage of HP’s inkjet printing solution is the high-quality graphics with vibrant color, crucial to engaging customers with its H2O Melon brand. The eye-catching graphic images on the bins represent clean, clear water, helping the bins represent the brand’s value, while standing out on the floor and attracting shoppers.

¹HP PageWide’s water-based inks are odorless and free of UV-reactive chemistries, enabling a wide range of packaging applications, including primary and secondary packaging for sensitive uses such as food and personal care while requiring no additional barriers. These inks can comply with even the most stringent global food safety regulations, including Nestlé guidance and Swiss Ordinance.

Results

“Another advantage is the easy recyclability of HP PageWide digitally-printed corrugated packaging, which can be collected along with general corrugated materials from stores for recycling.”

– Sav Tsoukalas, President, Savco Worldwide

Corrugated bins that check all the boxes

With Hummingbird and HP digital printing, Savco can now enjoy greater design flexibility, faster speed-to-market, and improved supply chain optimization for its produce bins.

The bins deliver the high-quality, full-color graphics so important to the brand, while offering the flexibility to custom-print by campaign or season, all at a cost that is competitive to conventional printing. Tsoukalas points out that its products digital printing, Savco has saved the upfront cost of flexo plates, which can run into the tens of thousands of dollars per bin design.

Priced for single use, and printed with water-based inks, the produce bins are fully recyclable, enabling easy break-down by the retailer and collection for recycling. This boosts Savco’s sustainability profile, helping the company to meet the environmental stewardship requirements of distributors and to win contracts.

Following the success of the initial three designs in 2018, H2O is expanded to eight versions with Hummingbird in 2019. In addition to differentiated graphics, the new set of bins will feature QR codes with geo-location links to connect the watermelons in the bins to the farms where they were grown. Says Tsoukalas: “We want to give our farmers the opportunity to publicize their local businesses and locations to the consumers of their produce. This makes it a true partnership.”

Going forward, Savco is discussing with major national and regional retail and grocery chains options for creatively changing packaging bin designs to meet local market demands, to drive engagement and sales.

