



Apple to go, more than just an apple

"APPLE TO GO benefits people and raises the quality of life"



"Unique in terms of hygiene and taste!"

"Pre-washed – just tear open and take a bite!"

"Only eating an apple straight from the tree would be more environmentally friendly!"

Apple to go:

- The ideal snack if you're on the go, at work, at school or on any other occasion.
- The top-quality apple is pre-washed – cleanliness is our first priority.
- The apple is also subject to a quality control by hand, since an Apple to go is only selected from first-rate apples!
- Nestled in a serviette and with all-round protective packaging, the apple stays fresh and juicy for much longer in its own natural protective atmosphere, even without refrigeration.
- No loss of aroma. Enjoy the unique, natural scent of the apple when you open the Apple to go packet.
- The biodegradable protective film can be opened quickly and easily and can be used to store the core after you've enjoyed the apple.
- Other nice surprises include fun stickers on the outside of the protective film or a little chocolate for you in the Apple to go pack.
- No stickers on the apple itself, which means no adhesive residue on or in the apple.
- The practical serviette is ideal for various uses: It serves as a clean place to put down your apple and much more.



- Buying and enjoying an Apple to go also means no food waste resulting from specified packaging quantities.
- Optimal recognition, ideal for advertising purposes.
- Apple to go stands at POS: The practical Apple to go boxes present every Apple to go perfectly – displaying it in all its beauty. Just help yourself!
- Apple to go disposable cardboard packaging sales systems at POS, cost-effective and environmentally friendly, made from recycled paper.

Apple to go Environment – Production – Sales:

- We use only recyclable materials for our functional packaging: a paper serviette and a very thin, biodegradable film to protect the apple from environmental impact (dirt, insects, bacteria, etc.).
- We reduce the packaging film by up to 70% compared to packaging/trays customary in the apple trade. Please see the practical comparison on page 3.
- In the field of protective film technology, we are in constant contact with the manufacturers – meaning we are the first to know about any potential developments.
- Buying an Apple to go also means no food waste resulting from specified packaging quantities. At the same time, it means reducing/economising resources in diverse areas.
- There is no energy consumption through additional refrigeration, since our packaged apples have a minimum shelf life of up to 4 weeks, stored suitably at room temperature, depending on the variety of apple and the season.
- There's no need to throw away an Apple to go – you can eat it any time, as a snack, since it has a long shelf life even without refrigeration!
- Since the apple is pre-washed, no additional time is needed, and there is no additional resource or energy consumption.
- As a result of the outstanding shelf life of the Apple to go, delivery intervals in a larger time frame are possible.
- Apple to go ReUse Box: Our Apple to go transportation boxes also currently include used, non-printed cardboard boxes.
- No additional trays made from synthetic or other materials are necessary for fruit intended for transport. Apple to go sales boxes for fruit to be transported are made from recycled paper or virgin fibre, unique and environmentally friendly in their production, function and design.
- Although Apple to go only delivers transported goods, there are no trays.
- At present, Apple to go has a better overall life cycle assessment than unpackaged apples.

Practical comparison of packaging of 100 apples



100 Apple to go "singles"
= ca. 39 g
biodegradable film!



100 apples in trays
= ca. 71 g film
= ca. +42% film



100 apples in a multipack
= ca. 149 g film
= ca. +70% film

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