

Case Study: Pandol Quick Rinse Cube™!

"We were very impressed with the level of participation and collaboration Transparent Container took with the project. From the beginning, it was a seamless process and a high interest level was fully evident. We truly created a winning design for the retail channel."

Tristan Kieva
Director of Marketing



Specifications:

Market Segment:
Retail Produce

Primary Channel:
Grocery Store

Secondary Channel:
Specialty Food Retail

Format:
UV Offset Litho Printed
Plastic Folding Carton

Materials:
.014 PET

Background:

Pandol has been consistently growing and delivering the finest-quality produce in the marketplace since 1941. Along with their agricultural acumen, Pandol thrives on a strong spirit of innovation that has helped make them a global leader. So, when they recognized an opportunity for a better package for premium grapes, Pandol began intensive research among consumers and retailers to determine what attributes were key.

Solution:

Based on this input, it became apparent that redoing existing bag or clamshell packaging wouldn't suffice for this high-end fruit and discerning consumer. An entirely new rigid package was called for that would really showcase the produce and offer maximum convenience, protection and portability. Transparent Container created the winning Quick Rinse Cube™ design, besting five other vendors approached for the project.

The unique, one-piece clear cube holds two pounds of grapes and offers a host of benefits—it resists

crushing, stacks neatly during both shipping and display, and allows for merchandising graphics without obscuring the fruit. But perhaps the most exciting aspect is that consumers can easily rinse and then serve the grapes right in the cube.

The Quick Rinse Cube™ has met with resounding approval in both consumer and retail testing and overwhelmingly delivers on Pandol's promise of innovation.