

Sinclair & Zespri launches innovative Compostable Fruit Label to revolutionize sustainable labeling

21 October 2024 | News

Certified by TÄ?V AUSTRIA, ABA & DIN CERTCO



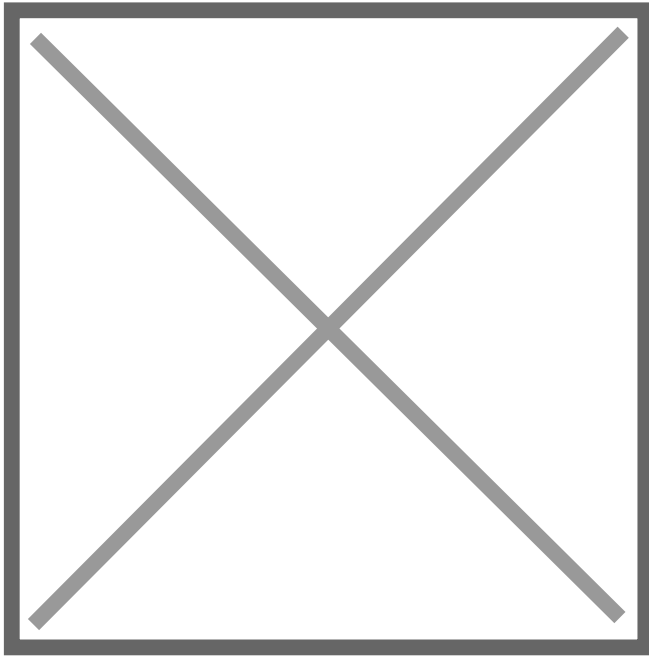
Certified by TÄ?V AUSTRIA, ABA & DIN CERTCO

Sinclair, a global leader in fruit labeling technology, and Zespri, the world's largest kiwifruit marketer, have launched the newest and most innovative compostable fruit label. This innovative product marks a significant step forward in produce packaging and environmental responsibility.

Key features of the compostable fruit sticker:

Certified compostable

The home and industrial "Finished Products" certification from TÄ?V AUSTRIA and the home composting certification from ABA and DIN CERTCO demonstrate that the Sinclair T55 fruit sticker is safely compostable, breaking down and biodegrading completely without leaving harmful residues in the environment.



Consumer convenience & minimal packaging

The compostable sticker provides a minimal packaging solution that reduces consumer waste compared to other packaging. It can be disposed of in-home compost bins along with fruit peels and other organic waste, simplifying consumer waste management.

Durability with performance

With certification for its end-of-life performance the fruit sticker maintains Sinclair's high standards for automated, high-speed application in the packinghouse and throughout the supply chain.

The highest-performing compostable label available, application performance is equivalent to conventional plastic stickers. It provides exceptional conformity to adhere securely to fruits and vegetables, allowing essential product information—origin, variety, PLU and barcodes—to be displayed with branding.

Zespri CEO, Jason Te Brake, echoed these sentiments: "Exploring more sustainable fruit label options has been an area of considerable focus for Zespri over a number of years to ensure authentic, safe and high-quality Zespri Kiwifruit. We intend to change all of our fruit to this fully home compostable label with the transition to take place over the next year."

The TÜV AUSTRIA, ABA, and DIN CERTCO certifications are recognized globally, providing assurance to consumers and retailers, that this compostable fruit sticker meets the highest environmental benchmarks. Sinclair and Zespri invite industry partners, retailers, and consumers to embrace this groundbreaking product and join in the movement towards environmentally conscious fresh produce labeling.