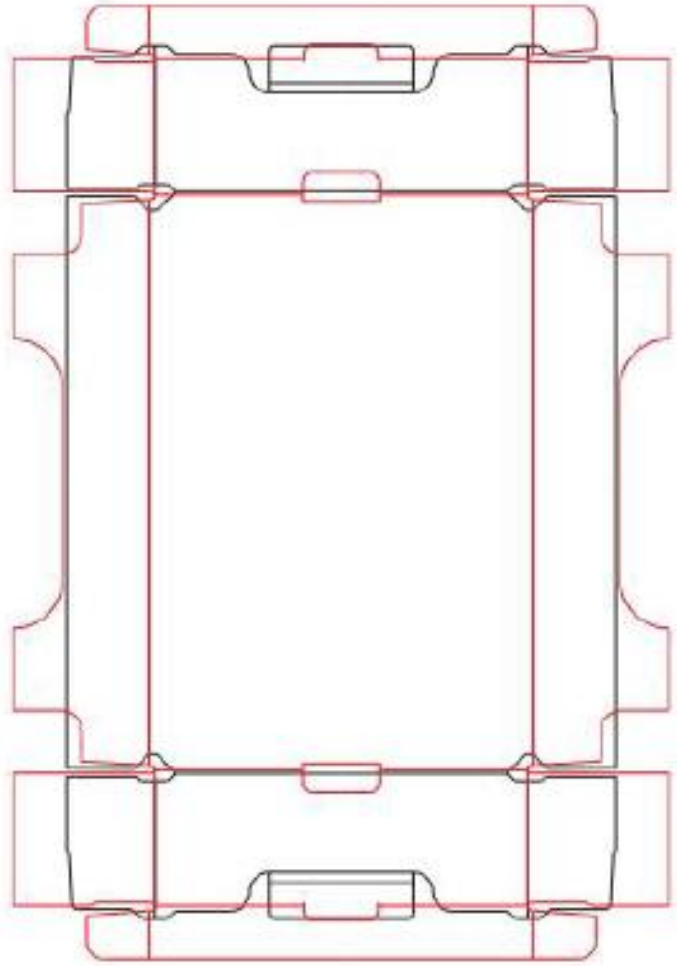
An eco-friendly packaging in corrugated cardboard, for the transport of fruit and vegetables which, through the use of particular corner reinforcements, allows a traditional tray an exceptional increase in the performance of the packaging itself and the reduction of the environmental impact on the entire production and distribution process

ESA NO-CRUSH

A project for environmental sustainability

NO-CRUSH PATENTED



TRADITIONAL TRAY

ESA NO-CRUSH

+ content protection

+ cardboard resistance (+30%)

+ visibility of fruit

+ shape appeal

- consumption of raw materials
  (-10% paper, -20% surface)

- 10% transport

- waste for damage of the product

- cooling time reduction (-10%)

LESS USE OF RAW MATERIAL

With the same format and containment, ESA packaging allows **savings in raw materials** at least in the order of 10%; all this means an important return in terms of environmental impact.

RECYCLABILITY

ESA is **completely "green"**, totally produced with cellulosic material. The high structural strength allows for abundant safety margins even in extremely humid conditions.
The absence of special impregnating treatments simplifies the whole process of disposal and recycling of the tray after its normal use.

ENVIRONMENTAL CERTIFICATIONS

ESA is an "FSC" and "PEFC" certified product: its papers, come only from European companies that use certified "renewable" forests, managed according to correct environmental, social and economic principles.

SAVINGS ON TRANSPORT

ESA also brings significant savings in distribution logistics to users, in fact, thanks to the reduced surface development, each load unit can carry on average more (in relation to the format) at least in the order of 10%.

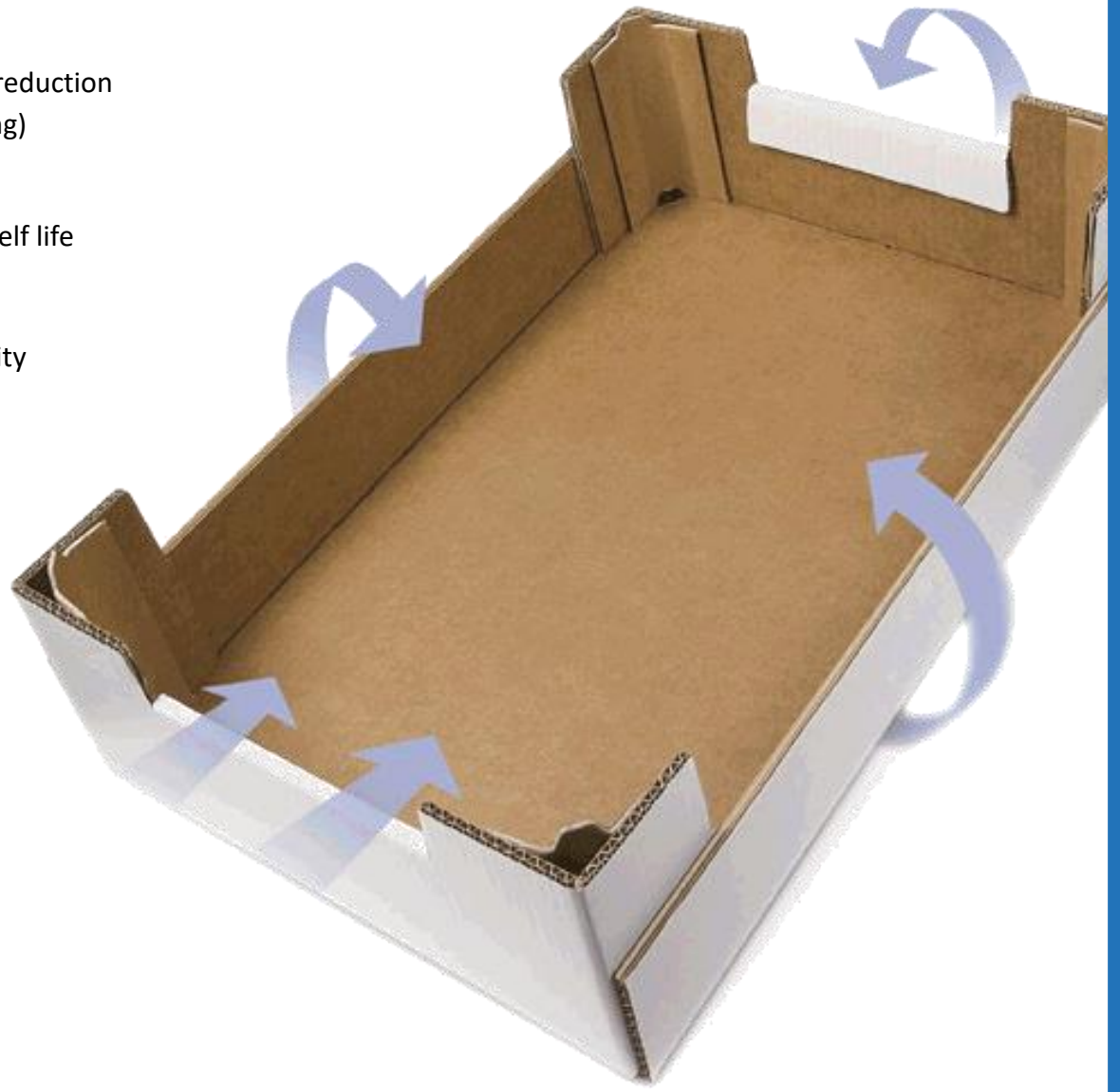
LESS DAMAGED PRODUCTS

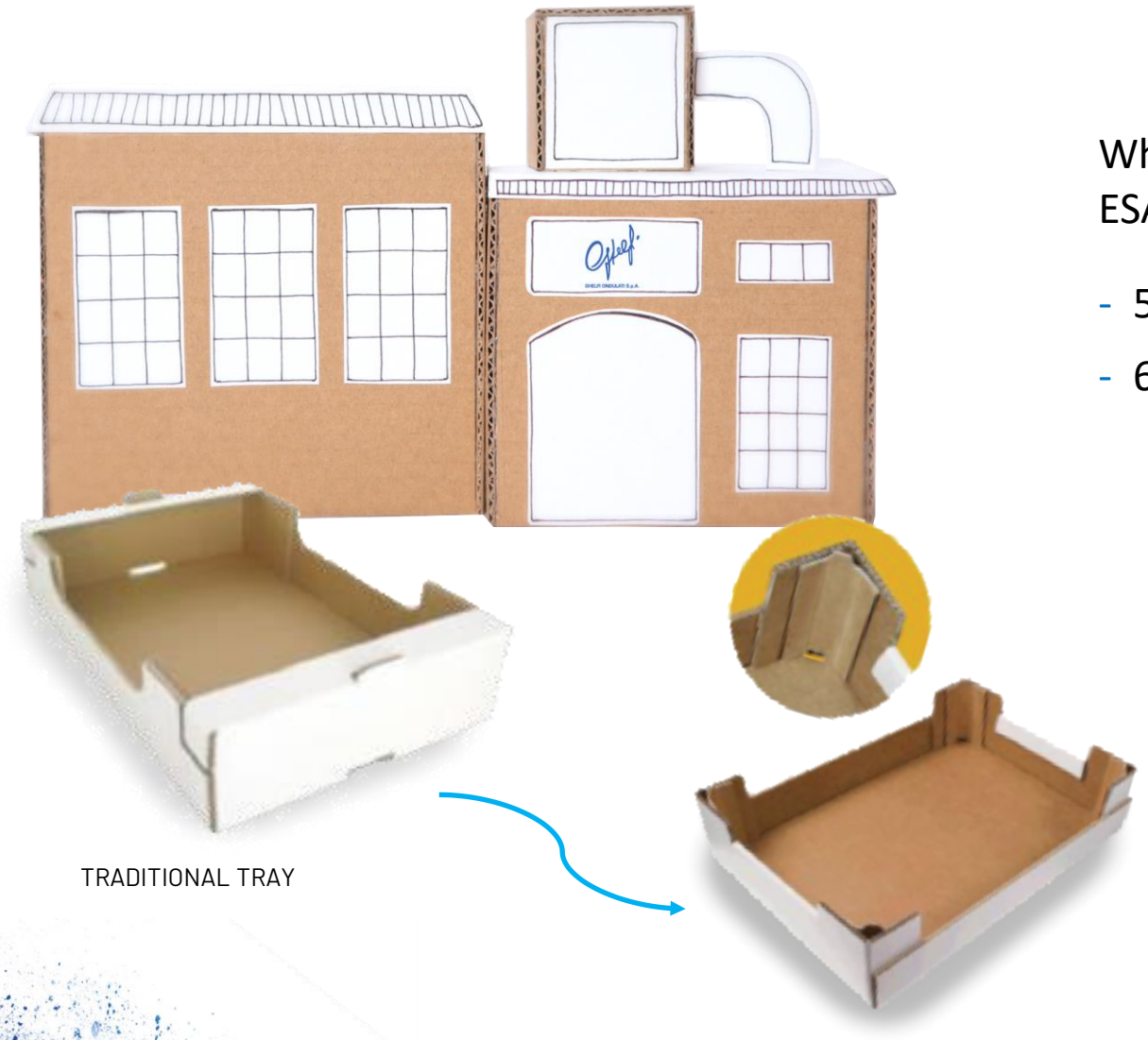
Despite the savings in "virgin fiber", ESA has a **resistance to vertical compression** in critical conditions equal to approximately double that of traditional trays. This better guarantees the integrity of the goods within the entire logistics chain, therefore less waste of damaged product. Furthermore, precisely by virtue of the high mechanical resistance, the weight of the papers used can often be reduced and in some cases the transition from double wave to single wave becomes a determining element.

MORE AERATION & ENERGY SAVING

ESA shape, allows high air circulation (+ 10%) inside the platform, resulting in **faster and more stable refrigeration** of the products it contains.
This feature allows to reduce the cooling times of the products before shipment and, above all, makes the **temperature distribution inside the truck during transport more homogeneous and effective**. Both factors allow **reduced energy costs and appreciable increases in the shelf life of the products.**

- ✓ Very high air circulation on the product
- ✓ Cooling time reduction (energy saving)
- ✓ Longer product shelf life
- ✓ Greater product visibility





TRADITIONAL TRAY

ESA NO-CRUSH

What is the **environmental impact** of ESA no-crush for **Ghelfi Ondulati**?

- 5.000 tons/year paper consumption
- 6.700 tons/year $C0^2$ emissions

What would the **environmental impact** be if it were ideally extended to everything the **national market** for packaging for fruit and vegetables?

- 26.000 tons/year paper consumption
- 35.000 tons/year $C0^2$ emissions