CASE STUDY
AquaSafe® Container

Overview

An Alaskan-based seafood processor had been using wax-saturated boxes to ship its fish for decades. So when International Paper showed them a non-wax alternative that would be easier to setup and less expensive to ship, some of the processor's key personnel had to be wondering if this new container would be able to survive one of the company's longest hauls: the 3,400 miles that separate Alaska and Boston.

Strategy

Boston is a large and growing market for this Alaskan-based fish processor, and ensuring that its Halibut arrives there in top condition is key to the company's continued success. To protect its fish products during air shipment, the company was using a wax-saturated box filled with an ice-packed poly bag. The drawbacks to that approach: setting up the boxes required two employees, wax-saturated containers are more expensive to ship, and retailers are now starting to require non-wax alternatives.

After discussing these issues with International Paper, the customer decided to switch from its traditional packaging to the AquaSafe® Container/fresh. The changeover was easy, and the results were dramatic:

- Now, it only takes one employee to setup and assemble each container.

- Thanks to the container's lighter weight, the company is saving money on air-freight costs.

- Its retail customers are thrilled to finally be receiving recyclable shipping containers.

- After two years of use, there hasn't been a single leakage or deterioration issue.

Results

This customer isn't the only seafood company to benefit from the use of this innovative packaging. AquaSafe® containers are now used extensively throughout the industry - for shipping fish and other seafood even as far as Europe.

Highly water-resistant and 100% recyclable, it's the ideal packaging for ice-packed, poly-bagged seafood products

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