

# Smurfit Kappa's innovative lattice box delivers a ripe solution to Isle of Wight Tomatoes' packaging problem

## Cream of the crop

Isle of Wight Tomatoes, established in 2007, embodies a rich tradition of farming expertise and a visionary recognition of the island's tomato-growing potential. With unwavering commitment, Isle of Wight Tomatoes has cultivated delectable tomatoes in the fertile soil of the Arreton Valley for over 15 years. By melding time-honoured agricultural techniques with contemporary innovations, they are fervently devoted to delivering tomatoes that truly capture the essence of flavour.

## A perfect fit of tantalising tomatoes

**Isle of Wight Tomatoes' General Manager, Rob Waterhouse, contacted Smurfit Kappa Gosport to review an existing supply of a 1.5Kg punnet with a lid that did not fit the base properly, causing problems with transporting the produce. This also meant that customers were receiving damaged produce which, in turn, resulted in a poor experience and perception of the brand, damaging their reputation and the likelihood of returning customers.**

Timing couldn't have been better with the Isle of Wight Tomatoes' marketing team led by Daniella Voisey, looking to implement a new brand position and identity to revitalise the brand that the founders and wider team are so proudly passionate about and, importantly, to excite and engage new and existing customers. This was the ideal opportunity for Smurfit Kappa Gosport to work alongside Isle of Wight Tomatoes' to completely redesign the packaging to create a more premium feel, both for the brand and the consumer.

## An eye-catching and fit-for-purpose solution to seal in freshness and quality

**After several visits to the Island and sharing ideas, the team, together with Rob, produced an artfully engineered 'lattice box' design that featured diamond-shaped holes in the box, necessary to prevent any fungal growth. This new packaging design ensures that the produce reaches customers in perfect condition, enhancing Isle of Wight Tomatoes' reputation for quality produce.**

This cleverly crafted packaging was also a way for the brand to differentiate itself from its competitors and help its products stand out for all the right reasons. So, the new box design features a star logo that evokes a tomato calyx and boasts a bold all-over vibrant yellow colour reflecting the amount of sunshine on the Island and their brand promise 'More Sunshine, More Flavour.' This new branding perfectly represents what Isle of Wight Tomatoes is all about, putting them at the forefront of consumers' minds.

## A taste of tantalising things to come for Isle of Wight Tomatoes

The customer is thrilled with the new design which has given their product a far more bespoke and premium aesthetic.



This means that their valued customers are benefiting from a superior unboxing experience thanks to receiving beautifully presented and protected high quality produce - resulting in happy customers who are far more likely to make those all-important repeat purchases. This redesign and fresh new image have allowed Isle of Wight Tomatoes to break from the mould of the typical punnets consumers usually see on store shelves, by sporting their vibrant new yellow branding that catches customers' eyes as they browse the aisles of supermarkets. This immediately creates a buzz, attracts customers, and helps to boost sales of these delicious and nutritious products.

**Rob comments, "We're really delighted with the result. Smurfit Kappa Gosport perfectly interpreted our brief, delivering sleek, meticulously designed packaging that not only keeps our precious tomatoes safe and sound, but stands out on the shelf!"**

Plus, the new packaging satisfies consumers' growing expectations that the brands they buy from are considering their impact on the environment. For example, YouGov revealed that half of Brits say they'd pay more for products with eco-friendly packaging and that given the choice of eco-friendly packaging at a higher price, or standard packaging at the normal price, Britons are more likely to say they would opt for the eco-friendly option.

## Sensational packaging solutions for tasty treats and so much more

At Smurfit Kappa, we understand how important it is for you to provide your customers with a unique and positive unboxing experience.

We're proud to have partnered with Isle of Wight Tomatoes in redesigning the packaging that showcases their unique brand and bright and sunny image. Their tomato packaging will guarantee they stand out against the competition, build their brand equity, and provide a superior unboxing experience by protecting their fresh produce and keeping it safe and hygienic.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)