

FLYERLINE SCHWEIZ IS EXPANDING
ITS RANGE OF PACKAGING SOLUTIONS

CUSTOM-PRINTED FARM SHOP PACKAGING FOR FRESH FRUITS, VEGETABLES AND GIFT BASKETS.



New farm shop packaging from Flyerline

Altnau (3 December 2021) – Packaging has formed an integral part of Flyerline’s standard product range for several years now. In response to ever-changing market needs and a shift in consumer behaviour toward more regional and in-season foods, Flyerline has developed a range of packaging solutions designed specifically with farm shops in mind.

Buying local and in-season – farm shops are all the rage
The past few years have seen consumers make a conscious decision to buy local and in-season. They want to know where their tomatoes, lettuce and strawberries come from

and have started going to vegetable stands at farmers’ markets or nearby farm shops more frequently as a result.

Farm shops are offering an increasingly diverse range of products and a shopping experience that has improved immensely over the past few years. Yet if you take a closer look at the packaging used, you might notice that the standard solutions always feature the same designs or maybe even that the right packaging is lacking entirely. More often than not, excessively large minimum order quantities for customised packaging solutions or high surcharges for small orders are the reason.

“Our goal in developing this new range of farm shop products is to provide professional support to regional farm shops and producers by offering them custom-printed packaging solutions that are produced in a climate-neutral process in Switzerland.” (Steffen Tomasi, CEO of Flyerline Schweiz AG)

Sustainable packaging solutions for fruits, vegetables and more

Flyerline has responded to this need by developing a new product line suitable for displaying, transporting and storing farm shop products for short periods of time. Flyerline has already offered traditional vegetable and fruit boxes in the past, but now the product range includes newly designed vegetable boxes, special onion and garlic boxes, berry baskets, gift baskets and even special egg cartons and cardboard sleeves.



Onion and garlic box, available in three sizes

These packaging solutions are made of a variety of sustainable recyclable materials, come with ventilation holes and some even feature a special barrier coating.

Custom-printed packaging, even in small print runs

What does “no minimum print runs” mean at Flyerline? Minimum order quantities in the single-, double- or triple-digit range (depending on the product) make it possible for even smaller farm shops to purchase customised packaging solutions. They also lend farm shop owners the flexibility they



Customised preserving jar labels

need to order small quantities with different designs for seasonal offers, for example.

Flyerline not only offers new packaging materials for farm shops but also other helpful products to ensure their point-of-sale presence is both professional and effective. These include signs, banners, product displays, stickers, labels and printed stationery for professional communication.



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Climate neutral
ClimatePartner