



TRANSFORM YOUR PACKAGING


When Meijer needed an adaptive and reliable packaging company to provide quality packaging that could withstand transportation, they turned to Display Pack. With Display Pack's help, Meijer went from basic off the shelf packaging to reliable custom packaging that engaged its customers.



MEET MEIJER FRESH ASSEMBLY

Meijer is a midwest-based supercenter chain that makes, packages, and sells fresh produce. However, getting fresh produce to dinner tables is hard when the packaging doesn't keep the food fresh and secure. Meijer was using generic packaging resulting in fill volume fluctuations and inefficient use of shelf space. For example, they were using a round veggie tray that stores everywhere have. Additionally, Meijer was using packaging that wasn't providing the freshness and protection needed to maintain quality food.

In order for Meijer to compete in the fresh produce market, they needed a custom packaging solution.



**“GETTING FRESH
PRODUCE TO THE
TABLE IS HARD WHEN
THE PACKAGING ARRIVES
LOOKING UNATTRACTIVE
OR UNSEALED.”**

[CLICK HERE](#)

Watch how Display Pack completely transformed Meijer's packaging with custom solutions and reliability.



CUSTOM PACKAGING

For Display Pack, custom solutions are the standard, not the exception. Meijer trusts Display Pack's expertise, and Display Pack has a clear understanding of Meijer's needs, allowing them to meet their goals. Additionally, Meijer and Display Pack are able to collaborate effectively on new ideas.

Display Pack's rapid development means they can quickly generate 3D mock-ups, allowing Meijer to see what a potential design might look like before moving forward.

One of the very first products that Display Pack collaborated with Meijer on was a unique veggie tray designed to meet specific fill volume requirements and shelf space. This custom tray provided a solution to Meijer's problem, and they've carried it since 2013.

Display Pack always finds a way to meet their needs. When Meijer needs to reduce the cost of a specific package, Display Pack's flexible manufacturing capabilities and creative design solutions help Meijer reduce their costs. Display Pack transforms Meijer's ideas into effective packaging that pops.



"I'VE NEVER FOUND AN ISSUE THEY CAN'T SOLVE FOR US."

Brian Williams | R&D Chef





SPEED

For Meijer, true partnership relies on the ability to move quickly, and Display Pack is ready and willing to meet Meijer's pace. Meijer appreciates the rapid speed to market that Display Pack provides.

Meijer has been impressed with Display Pack's ability to quickly turn concepts into prototypes. Display Pack is able to accommodate Meijer's needs on the fly. Not only does the packaging arrive to Meijer looking visually appealing, but it also does so quickly and efficiently.

RELIABILITY

Reliability is one of the most crucial aspects of Meijer's partnership with Display Pack. When Meijer calls, they know Display Pack will answer.

Though COVID created several supply chain issues, Display Pack never missed a shipment and was able to keep up with the fluctuating demand, insuring that Meijer always had the product they needed. As a result, Display Pack has been able to keep Meijer selling products through both their custom packaging solutions and their process.

"FLEXIBILITY IS KEY IN PRODUCE. OUR CUSTOMERS ALWAYS CHANGE, AND SO WE HAVE TO REACT TO WHAT OUR CUSTOMER CLIMATE IS."

Jenny Coon | Plant Manager



EXPERIENCE CUSTOM PACKAGING THAT MEETS YOUR NEEDS

No matter what, Display Pack meets needs: product needs, support needs, reliability needs, and design needs. Packaging makes a critical difference in product success, and Display Pack's dedication to solving their partner's packaging challenges puts their partners on the right track.




LOOKING FOR A PACKAGING SOLUTION BUT NOT SURE WHERE TO START?

Contact us, and we will be happy to answer your questions. We will walk you through our custom design process as well as provide information on our stock products.

Not only are we a highly capable food packaging manufacturer, but we also create custom and stock solutions for the retail and industrial sectors.



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