

Westfalia Fruit introduces laser etching on mangoes in Netherlands

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Westfalia Fruit announces the launch of laser etching on mangoes. Driven by its Netherlands-based operations, this initiative eliminates the need for individual plastic PLU stickers. After extensive testing and trials, the uniquely lasered mangoes have been introduced to customers in Europe.

Mathijs Benard, Head of Operations Central Europe who joined the Netherlands-based team in March this year and who has been heavily collaborating with the German operations team, says: "Since joining Westfalia, my focus has been on

improving collaboration and efficiency. The introduction of laser etching, which is almost like a tattoo on the mango, has been an exciting project. Not only does it make the fruit stand out in-store, but it also has the potential to save up to 10 million plastic stickers a year. What we can laser on the fruit is only limited by our imagination and customer needs. Currently, we are etching the fruit origin, customer branding, and product reference.â”¸

Strengthening operations and widening capabilities in The Netherlands

The laser project was a collaboration between Westfaliaâ”¸s capabilities in The Netherlands and Germany to ensure the fruitâ”¸s quality and shelf life were preserved. Customer feedback has been very positive, and the plan is to expand the range further across Europe soon.