



Tokyo Pack 2014

Connecting the Japanese Packaging Industry with the World

The 25th edition of the biennial TOKYO PACK, Asia's largest packaging show (7th - 10th October, Tokyo Big Sight), saw visitor numbers hit 1 7 8 , 6 9 8 , significantly higher than the 175,870 that visited in the last show edition in 2012. Exhibitor numbers also grew by more than 7% from the last show edition to 654 companies, of which 99 were first-time exhibitors at TOKYO PACK.

A total of 139 foreign exhibitors from 15 countries - China, Taiwan, South Korea, Thailand, Malaysia, the Philippines, Vietnam, Indonesia, Germany, Italy, Holland, Sweden, Switzerland, Canada and the U.S.A - were present at TOKYO PACK 2014, and reported numerous new leads gained from exhibiting at the show.

A total of 3,422 overseas visitors from 45 countries also registered for the exhibition, jumping almost 40% from the 2,031 who attended the 2012 show. The official Packaging Insight Japan Tour - a one-day orientation program held on 6 October and designed by TOKYO PACK exhibition owner-operator the Japanese packaging industry association Japan Packaging Institute (JPI) and EP Resources Pte Ltd, Singapore, to help foreign visitors gain the maximum benefit from their visit to TOKYO PACK - was also fully booked, and included the participation of a 42-strong delegation from Thailand.

JAPAN - On display for the first time at Tokyo Pack 2014, Rengo Co Ltd has developed an award winning transport and display tray for strawberries in conjunction with Ja Zen-Noh Tochigi. Designed as a substitute for the standard plastic containers commonly used in Japan to transport the fragile fruit, the new corrugated tray from Rengo holds 10 strawberry punnets suspended and cushioned by corrugated ribs, to prevent spoilage in transit.

When stacked, each tray has a rigid corrugated flange that 'locks' into the side-folds of tray above, leaving ample head-space between layers. This mechanism both supports the upper trays and also provides strength to the column of trays, preventing them from slipping and possibly collapsing into the lower trays, crushing the product.

Since strawberry farmers rarely have box-erecting equipment, the trays have been designed to be easy and quick to assemble from flat-pack at the farm.

Simple, but attractive two-colour red and green direct print onto the outer top linerboard, while a brown pattern for the interior tray supports resembles traditional wood containers and gives the illusion of a more expensive three or four colour flexo print job. This allows the tray to do double duty as both transport container and point of purchase display.

When the strawberry punnets have been sold, the cartons are easily dis-assembled into flat packs and are 100% recyclable.

The company was awarded the Japan Packaging Institute's prestigious President's Award in the Japan Star 2014 contest and displayed with the winning packs at Tokyo Pack 2014.

