

Product profile

Pacmar, South Africa



Wilde provides pure, pressed quality in Curve®

Containing 100% pure natural fruit juice and pressed from the finest quality fruit, Wilde Pure Pressed Fruit Juice from Pacmar was re-packaged in one-litre Pure-Pak Curve® cartons with screw cap in October 2008. The product is pasteurised and unpreserved, and available in nine varieties; wild berry, orange, pear, tropical, ruby grapefruit, mango, guava, apple and red grape.

Market Information

Containing no additives, Wilde is produced using a state-of-the-art pressing process that allows most of the nutrients to remain in the juice. One of South Africa's first and best long-life pressed and squeezed fruit juice brands, it has an extended shelf life of up to twelve months outside the cold chain. With no added preservatives or added sugar, this range of juices is a great health option for the entire family.

Pacmar's decision to revamp the packaging was made in order to create a fresh, more up-market appeal for Wilde Fruit Juice - an appropriate companion to the health conscious individual or the fruit cocktail consumer. The concept behind the design was to give all the glory to the fruit, incorporating straplines such as 'You're eating fruit whilst drinking it', 'Fruit with aspirations', 'Pure, pressed quality' and 'The evolution of fruit'. Colour was incorporated to communicate each of the flavours individually. The packaging uses a combination of clean lines, the Pure-Pak Curve® and bold colours on a contrasting white backdrop to draw more attention to the fruit on the packaging - elevating this pure, pressed juice above the competition.

The screw cap's wide mouth (29mm) makes for easy pouring and resealing. The anti-tamper ring concealed within the closure adds to the consumer quality guarantee.

Retail Price

RRP is R 13,00 - R15.00 Per Litre (ZAR)

Distribution

In its environmentally sound packaging, Wilde can be transported at ambient temperatures so energy is saved during distribution. Packed in units of 12.

Technical Information

Packaged on Elopak® Mini PM30SC Hot Fill, Standard PS30SC Hot fill and Maxi Galdi RG250SC Hot Fill filling machines into one-litre Pure-Pak Curve® cartons made from Alu board for a long shelf life, and fitted with a Elo-Cap UP (29mm) closure.

Additional Information

Operating since February 1997 and currently situated on the outskirts of Wellington in the Cape, Pacmar is a contract packaging company that works with many key brands in the local and international markets such as Spar; Woolworths and Fruit n Veg. Packaging fruit and vegetable juice, as well as wine, Pacmar runs three Elopak lines: one Mini-Cross, one Standard and one Maxiline.



Pure-Pak®
CURVE®

www.pacmar.co.za and
www.wildejuice.co.za

www.elopak.com