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Perfection Fresh and Opal squeeze out plastic in new mango packaging trial

Sweet, tropical Calypso® Mangoes are sure to be the stars of the summer as part of a vibrant new, sustainable packaging trial.

Perfection Fresh, one of Australia's largest fresh produce companies and Opal, a leading Australia and New Zealand recycling, paper and cardboard packaging company, have launched a trial of plastic-free mango packaging in supermarkets.

Demonstrating their joint commitment to sustainability and innovation in the fresh produce sector, Perfection Fresh and Opal have developed kerbside recyclable cardboard packaging for Calypso® Mango multipacks. The packs offer an alternative to single-use plastic packaging and are being trialled in Coles stores across Victoria.

The new packaging has been thoughtfully designed to enhance the experience of shopping for mangoes. Offering greater branding impact than traditional plastic packs, the packaging features open cutouts that offer customers the opportunity to see and feel the fruit inside. Additionally, the cutouts promote breathability, which helps maintain the freshness and quality that Calypso® Mangoes are known for.

The packaging is crafted with a convenient, sturdy carry handle, making it easy for shoppers to grab their mangoes on the go, while the compact pack design provides simpler, neater storage than loose mangoes.

"We are always looking for ways to respond to increased demand for more sustainable options, so partnering with Opal has truly helped us enhance sustainability from the farm all the way to consumers' kitchens," said Liz Pridham, the project's innovation lead at Perfection Fresh.

"Beyond sustainability benefits, the packs also improve the shopping experience, allowing consumers to easily identify the striking Calypso® blue brand, against the vibrant colour of the mangoes, and touch the fruit inside. Convenience was a key factor in the packaging design and Opal met this challenge, creating functional packaging that can be carried and stored neatly. We're really excited to see how consumers respond to the trial packs."

David Pointer, General Manager – Corporate Business at Opal said the trial is an important step in the company's ongoing commitment to introducing sustainable packaging solutions.

"Innovation is critical in the fresh produce industry, especially when it comes to packaging. At Opal, we're dedicated to replacing single-use plastics with sustainable cardboard packaging that delivers performance, convenience and showcases branding," David Pointer said.

"By working closely with Perfection Fresh which has a strong history of innovation, we've created a robust and practical carry pack tailored specifically for mangoes. This collaboration shows how combining expertise can lead to solutions that protect produce, maintain freshness, reduce food waste and appeal to consumer demand for plastic packaging alternatives."

Victorians can find the recyclable Calypso® Mangoes three packs at select Coles stores throughout Summer.



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About Opal:

Opal is one of Australia and New Zealand's largest recycling, paper and packaging businesses. It manufactures innovative cardboard packaging and paper solutions and is committed to a circular economy approach.

About Perfection Fresh:

Perfection Fresh is one of Australia's largest privately owned fresh produce businesses. The company owns farms across the country, including glasshouses, berry farms and a network of farmers that grow their exclusive varieties. The business is renowned for leading innovation and marketing in horticulture, having some of Australia's best loved produce brands such as Calypso® mangoes, Broccolini®, Cauli-blossom®, Fioretto®, and Qukes® baby cucumbers.

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