

THE PRODUCE NEWS

NATIONAL NEWSWEEKLY OF THE FRESH PRODUCE INDUSTRY SINCE 1897

Vol. 108, No. 7

Week of February 21, 2005

Pre-opened bag finding popularity among consumers

By Cindy Long

Redi-Bag USA's line of diversified plastic produce bags has become a favorite among produce consumers, according to recent studies. The bags are pre-opened while still on the roll, making them easier to use than traditional plastic bags. Called "The Redi-Bag," the company said that a production process breakthrough allows the bag to gently fluff open when detached from the roll, or even to be filled with produce while still on the roll.

The bag was developed as a result of customer preference studies, according to company President Jeffrey Rabiea. "We have found so far that consumers express a great deal of frustration with existing roll-bag systems, such as trying to determine which end of the bag opens, and then working to try to get it open," he said. "The advantages of having a bag already opened while on the roll are readily apparent. We are very excited to be offering what we believe is a breakthrough product that consumers are going to love."

An independent study conducted by Discover Research of Lincoln, NE, found that 93 percent of those polled deemed the Redi-Bag easy or very easy to open compared to other produce bags, and 82 percent of consumers stated that they were likely or very likely to recommend the bag.

Retailers have experienced significantly reduced bag waste, Mr. Rabiea said. The Redi-Bag uses a patent-pending "Redi-Lok" mechanism that is built into the roll itself. The system creates a slight amount of tension, allowing one bag at a time to be easily detached. Many existing produce roll-bag systems can allow the roll to spin, resulting in wasted bags. "We believe that retailers will find that



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the Redi-Bag's ease of use will result in improved yields," Mr. Rabiea said.

The Redi-Bag, which is available in multiple sizes and densities, fits most existing roll-bag hardware. The company also has its own roll-bag hardware available, including a height-adjustable telescopic-style floor stand and a rack designed to hold two horizontal rolls simultaneously.

The company recently appointed Robert Wolk as executive vice president of sales and marketing for Redi-Bag USA. Mr. Wolk is no stranger to Redi-Bag, having spent the last four years with the company in international operations. He also managed the launch of Redi-Bag.

Redi-Bag works with customers to fulfill specific needs. Jim Hagen, vice president of fresh foods for Albert's Organics, had been looking for a vehicle that promotes organics to the consumer, and he found the solution with Redi-Bag. Albert's Organics not only sells produce, but now delivers the bags for convenience and value.

Mr. Hagen feels that it is very convenient for customers to receive bags along with produce deliveries. Also, he feels that the bags are a great merchandising tool for the stores. "The Redi Bags will be printed with artwork that promotes organics. It will make the consumer proud to know they are purchasing organics."

Redi-Bag is a limited liability company located in New Hyde Park, NY. It was formed in cooperation with New York Packaging of Garden City, NY, and Nan Sing Plastics Ltd. of Hong Kong. Because of the company's affiliation with New York Packaging and Nan Sing Plastics, it offers a full, diverse line of packaging satisfying all supermarket needs.