



FOOD & BEVERAGE PACKAGING



BOARD & PAPER

AZURA TOMATO PACKAGING



MM Group | Austria



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Azura Tomato Box is an innovative, fully fibre-based packaging solution for fruit and vegetables weighing up to 1.5 kg. Developed as a top-load cartonboard pack with a cellulose window, it provides excellent product visibility while eliminating the need for plastic components.

The project was driven by the requirements of the French AGEC legislation, which restricts the use of plastic packaging for many fruit and vegetable applications. By replacing conventional plastic trays with a completely plastic-free cartonboard solution, the Azura Tomato Box offers a compliant and future-oriented alternative for fresh produce packaging.

The integrated cellulose window allows consumers to see the product while maintaining the benefits of a mono-material fibre-based packaging concept. At the same time, the large printable surface creates strong branding and communication opportunities, helping products stand out at the point of sale.

The packaging combines functionality, product protection and visual appeal. Its top-load design ensures efficient packing and handling throughout the supply chain, while the lightweight cartonboard structure reduces material use compared with traditional plastic-based solutions.

By substituting plastic trays with a 100% plastic-free alternative, the Azura Tomato Box demonstrates how renewable, fibre-based materials can meet both regulatory requirements and consumer expectations without compromising performance or product presentation.

Awarded by the World Packaging Organisation (WPO)

Production Site: MM Packaging (Plant: MM Packaging France)

Cartonboard Quality: ALASKA® STRONG from MM Board & Paper
(Mill: MM Kotkamills)

