

Shoppers prefer IFCO RPCs at the point of sale



Fresher, more attractive, better quality.
How IFCO RPCs improve fresh-produce
displays for shoppers.

What's important to shoppers?

Independent research¹ shows that people buying fresh fruit and vegetables have a clear idea of what appeals to them and what encourages them to buy.

In order of importance, here are the factors shoppers said mattered most:

- Quality
- Freshness
- Price

In studies, shoppers overwhelmingly preferred RPCs when they compared fruit and vegetables displayed in disposable packaging with those displayed in RPCs.

Why shoppers prefer RPCs

Shoppers perceived the food in RPCs as being fresher and of higher quality than the food in disposable packaging. They also saw RPCs as more hygienic.¹

Overall, they said they'd rather shop from RPC displays, and some even said they were willing to pay more.

1. Consumers' perception of RPCs at POS, study by Heilbronn University of 600 people aged 18 – 65, Germany, 2006

2. Global Shopper Produce Display Preferences Survey, of 2000 people in 10 countries, by Brandcheck, 2016



RPCs are consistently preferred by shoppers

Shoppers in Argentina, Brazil, Canada, Chile, France, Germany, Italy, Spain and the United Kingdom answered the following questions about fresh produce displays.²

Which produce would you be willing to pay more for?



Which one appears to have the highest quality produce?



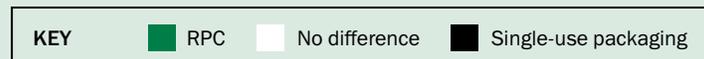
Which one appears to have the freshest produce?



Which display is the most attractive?



Overall, which display would you prefer to shop?



Why IFCO RPCs make sense for your business

IFCO RPCs don't only appeal to shoppers. They make financial sense for growers and retailers too. They're stronger than disposable packaging and protect your produce better. They help cool fresh food faster and keep it in better condition. And when empty, they fold and stack economically, saving space and helping reduce transport and environmental costs.