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## Kurt Zuhlke continues his firm's commitment to Keeping it Green

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When it comes to all issues related to sustainability, including care and concern for the environment and the need for recycling, it's hard to top Bangor, PA-based Kurt Zuhlke & Associates Inc. Combine those attributes with products that are designed to protect produce while providing excellent visibility, and it's easy to see why the company is a leading designer and developer of produce packaging.

Kurt Zuhlke Jr., company president, told *The Produce News* the firm's products are made of totally recyclable materials.



Kurt Zuhlke, president of Kurt Zuhlke & Associates, with his daughter Angela at last year's Southeast Regional Fruit & Vegetable Conference. "We use

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100 percent recyclable earth-friendly PETE in our packaging,” said Zuhlke. “Over time it has become known in the industry and in our community that we are totally dedicated in our sustainability initiatives, which extend throughout our entire operation. We believe that educating all people about the importance of recycling is something that everyone who understands the level of importance is responsible for passing on to those who do not.”

PETE, or polyethylene terephthalate, is a common thermoplastic polymer resin of the polyester family and in addition to its use in containers for liquids and foods it is used in fibers for clothing, thermoforming for manufacturing and several other uses.

Zuhlke said the company’s entire line is performing well. It includes clamshells of every size, shape and configuration, liners, corrugated shipping containers and everything else needed to pack every fresh produce item where required or desired packaging is called for.

“As awareness of the importance of recycling increases, so does the demand for our products,” he pointed out. “Our customers span every sector of the produce industry including growers, shippers, repackers and retailers who want to customize their produce offerings in their own unique methods.”

The Zuhlke family has been providing packaging for the produce industry for more than 60 years. Founded by Kurt Zuhlke Sr. in 1955, its success continued throughout the years with the help and support of his wife, Frieda.

His son, Kurt Zuhlke Jr., joined the family business in the early 1980s, and eventually took over the business when his parents retired. Today his wife Cindy is a valued partner in the company.

While Kurt Zuhlke & Associates is still the official name of the firm, it adopted the more descriptive producepackaging.com as its moniker and website identifier a few years ago.

“Our packaging is designed to protect produce, while providing excellent visibility to the consumer, reducing shrink and enhancing the product,” stressed Zuhlke. “We also offer professional labeling design and application for most of our products.”

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