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Windset unveils brand refresh, innovative packaging approach

September 13, 2023

[Windset Farms](#) launched a brand refresh and sustainable packaging strategy. Focused on promoting its nutritious, high-quality products, including tomatoes, peppers, cucumbers and various specialty products, Windset Farms said it aims to captivate consumers with a fresh packaging experience.

The company has experienced tremendous growth since its inception, presently selling and marketing greenhouse production from growing regions across Canada, the U.S. and Mexico. Windset Farms has found that simplicity holds the key to success. Chief Operating Officer John Newell said, "The new packaging design gives the brand a touch of maturity, symbolic of the companies growth, while staying true to its original art and music theme."

Sophisticated and timeless, the brand refresh puts the focus back on the produce, the star of the show. The addition of a ladybug pays homage to Windset's sustainable, CEA growing practices, while the prominent Equitable Food Initiative or Fair-Trade logos foster customer trust — reinforcing the Windset Farms commitment to social sustainability, food safety and pest management.

In addition to the brand refresh, Windset continues to offer consumers more sustainable packaging options, including transitioning to monolayer LDPE bags, resulting in 20 percent less plastic used compared to the previous pack style! The change in material will reduce plastic consumption by 108,000 pounds annually.

"We are excited to introduce our brand refresh and innovative packaging approach," said Director of Sales Ryan Cherry. "With a focus on simplicity, elegance and sustainability, we look forward to continue expanding the Windset brand."

The new Windset Farms branded packaging will be rolled out across all product lines, commencing this fall. Enjoy the new look at the upcoming IFPA Global Produce & Floral Show in Anaheim, CA, at booth No. 659.

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