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Fox Packaging continues innovative product development

[Fox Packaging](#) has been a key manufacturer and supplier of flexible packaging for the fresh produce industry for 60 years.

“We have developed our signature Fox Fresh Mesh product line utilizing a non-abrasive mesh, which enhances product health by allowing produce to naturally respire, supporting their life cycle and keeping them fresh longer,” said Victoria Lopez, marketing and brand manager for the McAllen, TX-based company.

Fox Packaging has had a long history of product development and is focused on taking each of its products and reviewing each component, usage intent, and ensuring that bags first meet all quality requirements, then sets out to improve on each design by making responsible packaging decision making for sustainability and packing performance.



“Our success comes from listening to customers and identifying gaps, which allows us to continue to stay at the forefront of packaging developments,” Lopez said. “This, paired with honesty, allows us to make realistic progress in research and development while maintaining the quality that our customers have come to expect.”

Fox Packaging supports growers, packers, repackers, shippers and retailers.

“Packaging plays a fantastic and important role within the supply chain, allowing us to support, educate and build relationships that have made huge impact in our industry through collaboration,” Lopez said. “Ultimately, the relationships that we have built through these partnerships have allowed us to have stronger relationships with our customers and industry leaders.”

Recently, the company has been heavily investing in its pouch program and has developed materials that support a stand-up bag application with a reinforced bag handle that does not introduce a different material type.

“This design allows brands to choose between two material types, allowing Fox to support brand owners’ packaging goals with packaging that showcases their brand and protects their produce,” Lopez said. “Produce has needs, especially in its journey toward fulfilling its initial goal; to maintain fresh produce, you need to have the right packaging application and material to ensure that your produce stays fresh longer. Understanding the need of each product allows us to make the ideal packaging suggestion.”

Another new focus is on automation, which has been in high demand lately.

“Fox Solutions has developed dual variations of our Wicketed Bagger and Pouch Bagger, allowing packing houses to hit new operational goals while maintaining the same, small footprint,” Lopez said. “Automation supports sustainable initiatives, on the energy, labor and packaging side of reporting.”

Packaging trends have changed over the last few years, and Fox Packaging understands that sustainable decision-making for packaging and supporting conversations on the direction that packaging seems to be going is key.

“It is an ongoing and complex conversation that our team approaches with honesty,” Lopez said. “Our approach has been simplistic, reduce the amount of materials, use the materials that are most compatible with your product and equipment needs, and use packaging space to communicate best practices to consumers. We are always glad to continue the conversation.”

Fox Packaging has also been investing in its workforce and teams and that is another focus for 2024.

“Our employee development is critical to our growth in product offerings and service,” Lopez said. “We look forward to continuing our mission and in being a key partner for flexible packaging.”

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