

# Case Study:

## SONOCO CLEARGUARD® PACKAGING



### Tree Top Apple Sauce

Tree Top is a grower-owned cooperative owned by nearly 900 apple and pear growers, founded in 1960 in the heart of Washington's apple country to create a sustainable market of products using "ugly" fruit not attractive enough to sell in the fresh market. Tree Top now produces the widest array of fruit-based products for consumers and for most of the world's leading food and beverage manufacturers.

#### The Challenge:

As shoppers grow increasingly savvy, parents demand clarity from brands about what goes into children's food and other products, and clarity from packaging to see the quality and integrity of these products. In response to this need for transparency and trust, Tree Top decided to switch from opaque pouch packaging to a clear film that would allow parents to inspect the apple sauce before they served it to their children.

"Tree Top believes everyone deserves good food, so we searched for a solution to return power to the people by allowing them to see our quality apple sauce before eating it," said Bryce Godfrey, Tree Top's Director of Marketing.

#### The Solution:

Tree Top evaluated packaging from multiple suppliers—a process that included several rounds of barrier testing to meet requirements for shelf-life and Vitamin C retention, as well as machinability trials to test efficiency and whether the packaging could withstand the high filling temperatures required. Ultimately, Tree Top selected Sonoco's ClearGuard® film structure, a clear, high-barrier film that integrates seamlessly into Tree Top's production process while protecting the apple sauce through filling, distribution, retail and consumption.

"This new pouch mirrors our corporate belief in transparency, honesty and trust," said Tom Hurson, Tree Top President and CEO. "We want everyone to have a great experience with our fruit products, and it's nice to bring a little more clarity and goodness to the world of food."

Because ClearGuard packaging has exceptionally low oxygen and water vapor transmission rates to protect the food inside and preserve its shelf life, it provides a transparent alternative to aluminum foil or metalized film—an important differentiator at a time when 40% of consumers would choose one product over another simply because they can see the product inside its packaging.

**Contact: Nathan McCord**  
[nathan.mccord@sonoco.com](mailto:nathan.mccord@sonoco.com)  
843 339 6942  
[www.sonoco.com](http://www.sonoco.com)

