

case study



Ravenwood Packaging

Mexico's First Linerless Tray-Based Packaging for Fresh Produce

Customer: Aztec Fruits (Troya Alimentos / Troya Group)

Industry: Fresh Produce – Fruit & Vegetables

Location: Mexico

Solution: Ravenwood Nobac Linerless Labelling System

Introduction

Aztec Fruits, part of the Troya Group, is one of eight specialist companies covering production, packing, distribution and promotion. Operating under Troya Alimentos, the company is a leading Mexican fresh produce supplier with over a decade of experience delivering premium fruit and vegetables to national and international markets. Their portfolio includes Hass avocados, tomatoes, citrus, mangos and a wide range of seasonal produce, supplying major supermarkets, foodservice and export markets.

Historically focused on loose fruit and vegetables in Mexico, the company sought new ways to modernise packaging and introduce multi-SKU for fresh produce packaging, while reducing plastic waste. Inspiration came from European retail, where they observed linerless labelling systems in supermarkets like Carrefour during their time in Belgium.

+44(0)1284 749144

marketing@ravenwood.co.uk

www.ravenwood.co.uk



Rodolfo Meza, Director at Troya Group, said: *“Whenever I went grocery shopping, the linerless system always caught my eye – especially the neatly packed lines of tomatoes.”*

The Challenge

Traditionally, Mexican fresh produce has limited pre-packed options:

- Plastic bags for apples and grapes
- Clamshells for berries
- Nets for avocados and mandarins

Prior to the project, nets were the only packaging format used by Aztec Fruits for many products. There were no readily available carton trays, no linerless labelling infrastructure and minimal consumer familiarity with packed fresh produce.

“It was a big challenge to get trays in Mexico. There’s not one company that assembles small carton trays,” said Rodolfo.

Introducing linerless labelling therefore required not just new machinery, but a new market concept.

Why Linerless?

The decision to adopt linerless labelling was motivated by sustainability, operational efficiency and scalability, enabling Aztec Fruits to implement multi-SKU for fresh produce packaging for a variety of fruits and vegetables. With plastic regulations tightening in Mexico and consumer interest in sustainable packaging increasing, Aztec Foods saw an opportunity to modernise their product lines.

The company presented multiple repackaging options to Mexico’s second-largest supermarket, Chedraui, and Ravenwood’s linerless solution was the clear favourite.

“The cost isn’t high, and that’s crucial – otherwise, expanding on a larger scale would be impossible,” Rodolfo added.

After evaluating several repacking systems, Ravenwood was selected as the preferred partner.

The Solution

Azteca Foods implemented the Ravenwood Nobac linerless applicator, introducing:

- Linerless labels applied directly to carton trays
- 20 SKUs in the initial rollout
- One Nobac linerless applicator (with a second planned)

Linerless Applicator

The **Ravenwood Nobac 5000L** is a purpose-built linerless applicator for fresh produce trays, engineered to apply ‘fruit lid’ labels directly to carton/fibre-based trays at speeds up to ~70 packs per minute. Its modular design supports a range of tray formats and label styles, helping Azteca Foods scale multiple SKUs for fresh produce packaging with operational efficiency and sustainability at the core.

Linerless Labels

The linerless labels are printed by Reflex Labels' North American operation in California, part of the globally expanding Reflex Group.

Fibre-Based Trays

TrayCycle™ trays from **Paper, Pulp and Film** paired with Ravenwood's linerless labels form a complete, eco-friendly pack. The fibre-based trays combine sustainability, practicality and strong shelf appeal, working seamlessly with the linerless labels to deliver a modern, fully integrated packaging solution.

Performance

- Large trays (mandarins, tomatoes): 20–25 packs per minute
- Smaller trays (apples): up to 50 packs per minute

The Nobac system is easy to operate and fits seamlessly into existing workflows, even for staff new to Ravenwood's linerless technology.

Market Rollout

The concept officially launched in January 2026, beginning with 30 stores. Expansion plans are ambitious:

- Month 1: 50,000 packs
- Month 2 (projected): 75,000 packs across 50 stores
- Month 3 goal: 200,000 packs across 150 stores

Distribution spans Mexico City and extends as far south as Tulum and as far north as Los Cabos. Azteca Foods is also preparing to supply Amazon Fresh in Mexico City following trials and protocol development.

Sustainability & Environmental Impact

Ravenwood's linerless labelling system aligns with Troya Alimentos' sustainability goals, reducing plastic and backing paper waste. Early results indicate significant environmental benefits and alignment with consumer expectations.

“Sustainability is really important to our brand and our customers.”

Retail and Consumer Response

Consumer curiosity has been high, with many experiencing linerless-labelled produce for the first time. Retail feedback has been positive, supporting further expansion.

“Customers are curious about the concept – most of them have never seen it before.”

Sales growth data is still being tracked, but early retailer adoption suggests strong market potential.

Partnership & Support

The collaboration with Ravenwood has been crucial for a smooth market entry.

“The support and guidance from Ravenwood’s team have been exceptional, making our market entry seamless.”

This international partnership has enabled Aztec Fruits to introduce a European packaging concept to a new market with confidence.

Future Plans

Expansion will continue as awareness grows in Mexico:

- More SKUs
- Broader geographic reach
- Additional Nobac 5000 linerless applicators

“First, we need time for people to get used to the concept, and then we can expand to more products and regions,” Rodolfo concluded.

Conclusion

With Ravenwood’s Nobac linerless system, Aztec Fruits / Troya Alimentos has successfully introduced a category-defining fresh produce solution in Mexico. Combining operational efficiency, consumer appeal and sustainability, the project sets a benchmark for modern packaging in the country’s growing fresh produce market.

Contact

Want to find out more? Reach out to our **marketing team in the UK on +44(0)1284 749144** or visit www.ravenwood.co.uk

