

## Laser marking produce could eliminate labels and packaging



The most sustainable form of packaging around is no packaging at all—if you ask Dutch organic produce company Nature & More. The company recently announced that it would team with Swedish supermarket chain ICA to begin marking its organic fruits and vegetables with Natural Branding, an organic version of laser marking [already in use by other produce providers](#) that removes a bit of pigment from the outer layer of the peel with a laser beam. Avocados and sweet potatoes will be the first Nature & More products to carry the marking, which the company bills as an alternative to using stickers or plastic foil to distinguish organic produce from non-organic produce. By switching to Natural Branding, the company expects to eliminate over 725,000 packaging units next year for avocados alone.

*The primary source of this information is [Nature & More](#), Waddinxveen, Netherlands*