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## **Greenyard USA/Seald Sweet unveils new label with recyclable packaging**

*FOR IMMEDIATE RELEASE:*

Greenyard USA/Seald Sweet is pleased to introduce a fresh new, sustainable label for its clementine line. "This new label features our brand and highlights our +110 years of citrus heritage with an eye-catching design" says Gray Vinson, Commodity Manager.

"The most interesting thing of this new label will be that it is introduced on fully recyclable packaging. As part of our sustainable journey and as a global leader in the industry, we are committed to use 100% recyclable packing by 2025" stated Helena Fernandez, Marketing Coordinator.

However, packaging is just one of Greenyard's many goals for the future in our [sustainability roadmap](#). The company is also aligned with the retailers' sustainable goals, so this is a step forward to a healthier future for all of us. This new film and net are both made out of high-density polyethylene (HDPE), a type of plastic that can be recycled through store drop-off bins. The new label can be found in stores during the months of July through November in 3lb and 2lb format.

"Seald Sweet was born as a Florida Citrus cooperative in 1909 and has been growing, packing, distributing, and selling fresh produce since then. Growing from citrus, to importing a wide variety of products, we have continued to remain a leader in this evolving industry," says Mayda Sotomayor, President and CEO of Seald Sweet. "Be on the lookout for more exciting things coming from us this year," she reports.

### ***About Greenyard USA/Seald Sweet***

*Seald Sweet was founded in 1909 as a Florida citrus grower cooperative. In 1998, Seald Sweet became part of Greenyard, transforming the company into Greenyard USA, a global marketer through their international network of companies. Today Greenyard USA/Seald Sweet is a leading supplier of the citrus category, grapes, apples, pears, avocados, blueberries, ginger, vegetables and more through their global network of companies and partners.*

*Greenyard's vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment,*

*easily, quickly and pleurably, whilst fostering nature. With around 9,000 employees operating in 19 countries worldwide, Greenyard identifies its people and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 4.4 billion per annum.*

[www.greenyardusa.com](http://www.greenyardusa.com)