

Modiform[®]



ECO EXPERT

EcoExpert

Recycled • Recyclable • Strong
Water Resistant • Retail & Customer Friendly



EcoExpert

Box
58 cm x 41 cm x 50 cm
(L x W x H)



Pallet
= 20x box



Code	Product	Dimensions (LxWxH)	Danish shelf QTY	Box QTY	Pallet QTY	Image
EE10301	TRANSPORTTRAY 3X19 CM	56 x 18.8 x 8.25 cm	7	n/a	768	
EE10601	TRANSPORTTRAY 6X13 CM	40 x 28 x 6.5 cm	6	n/a	768	
EE10602	TRANSPORTTRAY 6X12 CM 8'	40 x 28 x 6.5 cm	6	n/a	912	
EE10604	TRANSPORTTRAY 6X14 CM 8'	42 x 28 x 6.5 cm	6	n/a	912	
EE11201	TRANSPORTTRAY UNIVERSAL 12/8/6 X 9/13 CM	40 x 28 x 6.5 cm	6	n/a	840	
EE31201	POT 12 CM 8'	10 cm high	n/a	360	7.200	
EE31401	POT 14 CM 8'	11,4 cm high	n/a	300	6.000	

Contact an A-ROO Company Sales Representative for more information.
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MATERIAL

EcoExpert is made from a natural and sustainable material, cardboard. The cardboard used comes from FSC sources, is plentiful and 100% waste material. The fibres from cardboard are longer than paper fibers so they produce stronger end products. Moulded pulp products have microscopic holes, which is not great when working within the horticultural environment as water can easily escape or penetrate into the material making it weak. Modiform uses a natural wax additive in the cardboard mix which blocks the microscopic holes and creates a water barrier. This natural wax is completely biodegradable and can be recycled with all other cardboard through the normal recycling systems.

BENEFITS OF ECOEXPERT

Pots and transport trays have different jobs in horticulture, so we have to look at each of the benefits separately.

EcoExpert transport trays have a great benefit for retailers and the environment. At the moment plants are delivered in plastic trays which have to be separated from the usual cardboard secondary packaging that retailers have to deal with. Now with the EcoExpert trays retailers can treat them as they would any cardboard box, they can easily be recycled to make more cardboard, paper or more EcoExpert trays. This saves retailers time and money.

EcoExpert pots have a great benefit for retailers, consumers and the environment. Currently plastic pots don't stay at the retailers, they go home with the consumer and are disposed of in their general waste bin. EcoExpert pots are different. They can be recycled in cardboard recycle bins or put into the general waste where they will get burnt or put into landfill. But not to worry, unlike plastic, they will just degrade completely within a year.

All of the EcoExpert range have certification to be industrially composted too, but whether it can be put into 'green waste' bins at home depends on the country in which they are disposed.

If the EcoExpert products find their way into the natural environment or into the sea they will not harm animals or fish, they will just degrade naturally within a year.

CERTIFICATION

AA BRC (Food Certification)

ISO 9001 (Process Quality & Traceability)

EN13432 (Compostibility)

FSC (Forrestry Commision certified)

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ABOUT MODIFORM

Modiform develops and produces growing, transport, and packaging systems for the horticultural sector and beyond. We deliver more than 10,000 unique articles across the world. We source materials from society and upcycle these into high-quality, smart, and sustainable products. Our clients require customised solutions. We understand the market and connect the parties that operate within it, from breeders to retail and consumers. This enables Modiform to turn this knowledge and creativity into innovative solutions. As a family business we have a hands-on approach and keep the lines short. This unique approach has given Modiform a leading position in the market. Working together with our clients, we help to get the best out of each other. We inspire each other. This creates improved efficiency, increased sales, and higher returns. We are dedicated to achieving this every day. We will help you find a creative solution that suits your needs. There is no such thing as 'impossible'.

WHAT IS ECOEXPERT?

Modiform constantly strives to produce packaging and transport products for Horticulture that are sustainable and environmentally friendly. In certain conditions, we realise that our plastic products won't come back to us or go somewhere else for recycling. For instance, when products go to some retailers or into consumer's homes. For this reason over the past few years Modiform have looked into other materials and other markets to see what can be used in these types of situations. After these 'research' years Modiform have created a brand new product range called 'EcoExpert'.

Modiform's EcoExpert product range is made from paper fibre instead of plastic. The paper used is 100% recycled (waste from production of cardboard boxes) and the products we make from it can easily be recycled through the standard household or retailer cardboard recycling system. Not only can it be recycled and composted, but if it finds its way into the natural environment it will degrade within a year.

MANUFACTURING PROCESS

Collected waste cardboard is precisely weighed and put into the hydro pulper. Here cardboard is mixed with water and within 15 to 20 minutes it is de-fibred to establish pulp. This mixture is pumped through a two-stage filtration where, in the first cycle, heavy impurities (small stones, sand, paperclips) are separated and, in the second cycle, all light impurities are separated (wood, plastic, polystyrene, and adhesive tapes). Pure pulp is stored in tanks and ready for subsequent use. The last step of the pulp preparation is its mixing to reach required operation parameters. The whole process is fully automatic.

The products have been carefully designed by our team of in-house designers to give optimal pallet count, de-stacking possibilities, shelf loading and strength. The moulds are dipped into the vat of pulp and sucked up onto the mould by tiny vacuum holes. A rubber press then squashes the pulp while it is on the mould. This process gets rid of any excess water. The 'squeezed' pulp products are then sucked onto a transfer tool which then places them onto a drying conveyor by blowing them out with air. The product drying time ranges between 20 and 25 minutes, in relation to their size and thickness of material. The products are manually stacked and placed onto 1000 x 1200 pallets.

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