



Press release

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## **Exciting Initiative from Westfalia Fruit in The Netherlands: Driving Sustainability and Innovation with Tattooed Mangos**

Westfalia Fruit, a leading multinational supplier of avocados and a range of fresh vegetables and fruit, is proud to announce the launch of laser etching on mangos. Driven by its Netherlands-based operations, this initiative eliminates the need for individual plastic PLU stickers. After extensive testing and trials, the uniquely lasered mangos have been introduced to customers in Europe.

Mathijs Benard, Head of Operations Central Europe who joined the Netherlands-based team in March this year and who has been heavily collaborating with the German operations team, says: “Since joining Westfalia, my focus has been on improving collaboration and efficiency. The introduction of laser etching, which is almost like a tattoo on the mango, has been an exciting project. Not only does it make the fruit stand out in-store, but it also has the potential to save up to 10 million plastic stickers a year. What we can laser on the fruit is only limited by our imagination and customer needs. Currently, we are etching the fruit origin, customer branding, and product reference.”

### **Strengthening operations and widening capabilities in The Netherlands**

The laser project was a collaboration between Westfalia’s capabilities in The Netherlands and in Germany to ensure the fruit’s quality and shelf life were preserved. Customer feedback has been very positive, and the plan is to expand the range further across Europe in the near future.

Wim Destoop, President of Europe, adds: “Mathijs’ role as Head of Operations Central Europe demonstrates the refreshed structure of Westfalia in Europe. By uniting the expertise of our operations in The Netherlands and Germany with the packing capabilities of the former EuroWest facility, we are well-positioned to ensure continuity and deliver exceptional customer service.”

Also joining the Westfalia Netherlands team as Head of Commercial is Marcel van der Linden, a seasoned professional with over 30 years of experience in fresh produce, particularly tomatoes. Marcel remarks: “I’ve certainly joined Westfalia at an exciting time following the acquisition of EuroWest and the combination of the two teams with one clear focus – leading in quality and packing.”

Westfalia’s Poeldijk production facilities showcase diverse capabilities. While the company is renowned for its expertise in avocados, these facilities also offer year-round packing solutions for sprouts, capsicum, and other vegetables. “We are committed to providing customers with innovative solutions that showcase our broad services and flexibility,” adds van der Linden, “With state-of-the-art packing lines equipped with robotic technology, we can deliver a variety of pack formats, customized to meet the unique needs of each customer.”



Exciting Initiative from Westfalia Fruit in The Netherlands: Driving Sustainability and Innovation with Tattooed Mangos. (Photo: Westfalia Fruit, PR042)



From left to right: Marcel van der Linden, Head of Commercial and Mathijs Benard, Head of Operations Central Europe, collaborate to drive sustainability and innovation in NL operations. (Photo: Westfalia Fruit, PR042)

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## About Westfalia Fruit

The multinational Westfalia Fruit Group is a leading supplier of fresh and processed produce to international markets, offering a diverse range of quality fruit and related products via its vertically integrated supply chain. Founded 75 years ago on guiding environmental, social, governance & sustainability principles. These practices, premised on the legacy of Dr Hans Merensky are at the heart of all that is done by the Group – “To Do Good”, – of which continue to underpin our approach today.



Today, operating in 17 countries spread over 5 continents, the Westfalia Fruit Group prides itself on advancing sustainable agricultural practices and being a responsible corporate citizen within the communities in which it operates.

As a frontrunner in the avocado industry, Westfalia grows, sources, ripens, packs, processes, and markets accredited avocados across the globe throughout the year. Value-added products include avocado oil, low-preservative guacamole, frozen avocado, and dried fruit.

Westfalia grows fruit in all major origins in the Americas and Africa and sources from partner orchards, giving the Group the most diverse avocado-growing footprint in the world. Westfalia's dynamic and integrated supply chain from research to the consumer benefits all stakeholders. The Group's research division, Westfalia Technological Services, is the world's largest privately funded subtropical fruit research unit. Its dedicated team of scientists and technicians focus on varietal development, innovation, and environmental matters, and provides a pivotal role in defining the future of the global avocado industry.

A supplier of choice to retail, wholesale, and food-service customers, Westfalia operates sales offices in the UK, Europe, North America, Latin America, southern Africa, and Asia. Fruit is packed in diverse formats and expertly ripened to deliver optimal eating quality. For more information visit [www.westfaliafruit.com](http://www.westfaliafruit.com).

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