



Unpeeling demand for sustainable packaging innovations from the UK food and drink industry

Objectives

Tipa is one of Israel's hottest innovators in sustainability with a unique range of compostable packaging solutions and is now taking them to market using Green Seed UK's B2B sales & marketing expertise.

Response

Green Seed UK developed a UK market business development strategy. Using our extensive senior level network we made contact with key executives in leading retailers, large food companies and fast growth organic, ethical and sustainable businesses.

Introductions were set up with top retail chains including Tesco, Marks & Spencer, Waitrose, The Co-operative and Planet Organic, as well as the online/home delivery sector. Also to food manufacturers in categories including hot beverages, cereal bars, frozen foods, superfood ingredients, healthy snacks, smoothies, rice and grains, and more.

Results – what Tipa has to say:

'Tipa appointed Green Seed UK in 2015 and we continue to be delighted with the work they have carried out to introduce our innovative food packaging solutions into the UK.

Their knowledge of the UK industry and contact network are very impressive and we highly appreciate both their strategic support and the valuable introductions they have been able to make to key retailers and manufacturers.

We are delighted to have our first customers on board with a number of other potentially exciting prospects in the pipeline and look forward to further developing a very successful business in the UK.'

Julia Schifter, Business Development Manager, Tipa

