

ILIP showcases end-to-end supply chain innovation at Macfrut 2026

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ILIP will take center stage at Macfrut 2026, held from April 21â??23 at the Rimini Expo Centre (Hall B3, Stand 073), unveiling a comprehensive portfolio designed to serve the entire fruit and vegetable supply chain. With a newly redesigned exhibition space aimed at fostering deeper engagement, the company underscores its strategic commitment to collaboration, innovation, and sustainability.

Macfrut, a key international platform for the produce industry, offers ILIP the opportunity to present an integrated approach that spans packaging, product development, and nursery solutions. By addressing the needs of growers, packers, and retailers alike, ILIP continues to position itself as a partner capable of delivering value at every stage of the supply chain.

At the core of ILIPâ??s showcase is its AirWave rangeâ??heat-sealable trays made from T2T R-PET, specifically engineered for delicate fruits such as berries and cherries. Featuring a patented domed base, the trays absorb shocks during transport and handling, eliminating the need for additional protective materials like cellulose or bubble pads. This design not only enhances product presentation but also extends shelf life and reduces food waste. Available in B40, B46, and B47 formats, the AirWave line reflects ILIPâ??s commitment to circular economy principles, utilizing fully recyclable, food-contact-approved recycled materials.

Complementing its standard offerings, ILIP will highlight Sprint, its dedicated division for bespoke product development. Sprint exemplifies the companyâ??s ability to move beyond off-the-shelf solutions, offering clients a fully integrated design and production process. From initial concept through to manufacturing, Sprint aligns technological innovation with commercial strategy, enabling customized solutions that meet evolving market demands.

In line with Macfrut's expanding focus, ILIP will also present its HortiPack range, targeting professionals in horticulture and floriculture. The portfolio includes carriers, packs, potholders, and pots made from PS and recycled R-PET, with recycled content reaching up to 90 per cent. Designed for durability and recyclability, these products support sustainable practices across nursery operations.

Among the latest innovations are eco-hobby packs with configurations ranging from 1 to 12 holes, developed to optimize efficiency while reducing peat consumption. Additionally, ILIP introduces a new 10 cm R-PET pot, produced without added colorants. Its natural anthracite grey tone—derived directly from recycled material—blocks light transmission, promoting healthier plant growth while maintaining environmental integrity.

With its enhanced stand design emphasizing interaction and hospitality, ILIP aims to transform its presence at Macfrut into a dynamic hub for dialogue and partnership. By bringing together solutions that integrate sustainability, performance, and customization, the company reaffirms its role as a forward-thinking leader in the fresh produce sector.