

Case Study

Fresh, healthy meal, home delivery program launched in response to global pandemic. Qliner with the assist!

Challenge

Many companies had to pivot their business model, (as possible), when faced with the realities of the 2020 pandemic and the resulting lockdowns. For a company which sold their healthy meals & snacks through smart vending machines - strategically placed in airports, hospitals, and other locations - Farmer's Fridge had to rethink everything. Leadership thought fast and responded with a plan. A credit to their team, Farmer's Fridge had to learn quickly how to get product to their customer's doorstep, while maintaining the right temperature throughout the home delivery process. Shipping gourmet salads and other perishable food items is a delicate science to say the least. Factoring in changing seasonal and geographical temperatures, their boxes require just the right amount of gel packs and product combined with a thermal liner. This maintains the desired refrigerated temperature for a 48-72-hour period.

Solution

When tasked to provide an effective thermal box liner for their needs, QProducts' Qliner was the perfect marriage of performance and sustainability. Available in a range of thickness and density, the versatility of Qliner offers seasonal options which translate into a cost savings during colder months. Being a local company proved to be an added benefit when assisting with internal qualifying efforts through multiple rounds of testing in which samples could be provided expeditiously. Using a unique blend of woven PET fibers, sandwiched between a clear polyester substrate, the Qliner is a recyclable solution that assembles easily into a box with a two-piece application. When put to the test, Qliner checked all the boxes to help protect some very delicious and wholesome food choices offered by Farmer's Fridge.



Commodity:
Perishable /
Ready-to-Eat Meals



Industry:
eCommerce



Application:
Direct-to-Consumer /
Food Delivery



Duration:
48-72 Hours



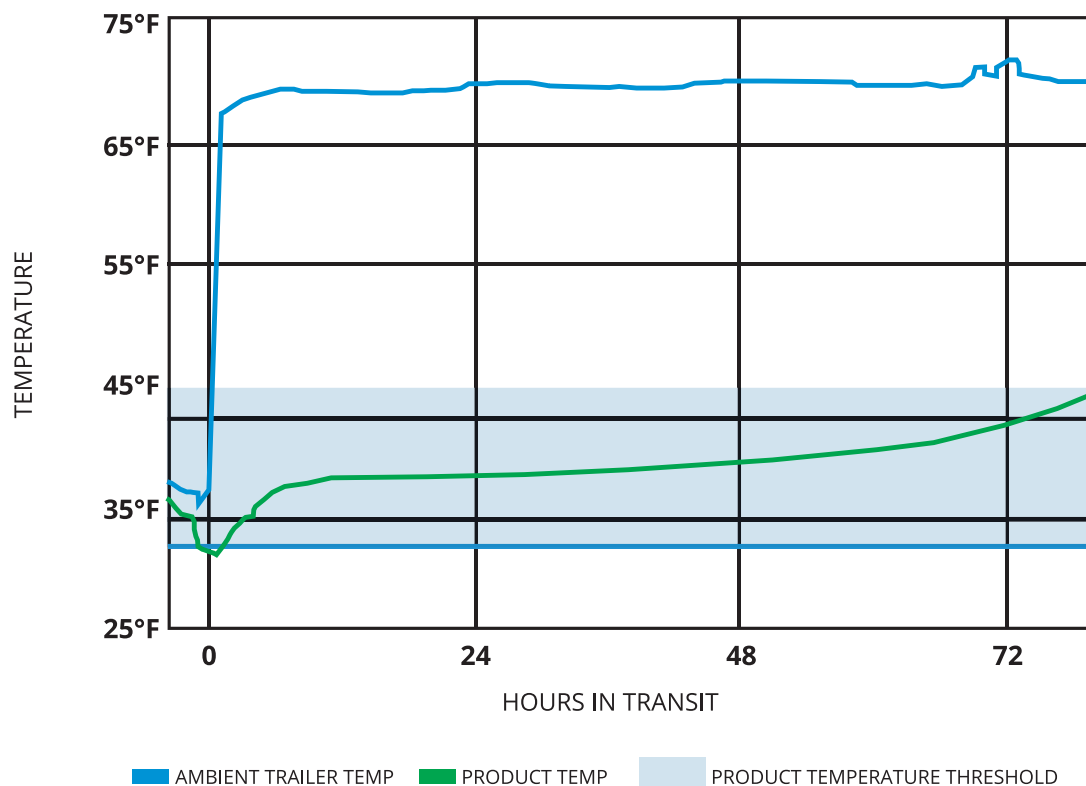
Challenge:
Maintain
refrigerated
temperature of
salads for up to 72
hours



Solution:
Qliner

Test Results

The 1" and 1.5" QLiner, Standard and High-Density options, were tested in two box sizes. Ambient conditions were set to approximately 70F to simulate a summer environment. Each box was packed out with twelve 16 oz jars of fresh salads with three 64 oz. gel packs used as the refrigerant for the test. From the data, we see the 1.5" High Density Liner performed very well in the 13x12x13 box, exceeding the 48-hour / 45-degree qualifying mark. In addition, the 1" High Density Liner was qualified best in the 12x12x14 box to be used during winter months. In the event transit times exceed the 48 hour mark, both solutions have been qualified for up to 72 hours without crossing the temperature threshold.



Learn More About the Product at farmersfridge.com

“The launch of our Winter and Summer boxes has been a success... The QLiner™ solution is performing well & leadership is very happy with the results.”

— New Market Launches