




Frequently Asked Questions





DIRECT-TO-PACKAGING PRINTED LABELS

Fresh Produce Punnets & Trays




OPERATIONS & PACKING LINE COMPATIBILITY

Can Direct Printing be integrated into existing packing lines?		Our Direct-to-Packaging solution works with manual and automated packing lines. It prints directly onto RPET punnets and trays.
What packaging formats are compatible?		Max pack size: 320 mm wide × 75 mm high Print area: 250 x 250 mm Print positions: Top and/or bottom (single sided)
Can different SKUs be printed on the same tray?		Direct-to-packing printing supports variable data without changing packaging.



PRINT QUALITY & FUNCTIONALITY

What does the final print look like?		High-resolution, full-colour printing - ideal for barcodes, branding, and QR codes.
Are prints durable?		Our UV-cured inks are scuff-resistant, smudge-resistant and designed to withstand normal handling, packing and transport conditions.
What colours can be printed?		It uses full-colour CMYK process printing, with support for up to two additional Pantone colours where required.
Can you print barcodes and QR codes?		High-resolution direct printing supports clear, scannable barcodes and QR codes, including GS1-compliant barcode requirements.

SUSTAINABILITY & COMPLIANCE

Is Direct Print recyclable?		Aligned with: APCO PREP Tool / RIC 1 (PET) / Design for recycling
Are inks food safe?		The inks are suitable for food packaging applications, including direct food contact, and are designed for use in wet fresh produce environments.
How does this improve sustainability?		<ul style="list-style-type: none"> • Elimination of label substrates, adhesives and backing paper • Better PET recycling outcomes • Less material for better packaging

CUSTOMISATION & COMMERCIAL CONSIDERATIONS

What's the MOQ?		Minimum order quantities depend on the tray format, and delivery frequency. Speak with our team so we can understand your application and confirm the applicable MOQ.
Can you match my brand colours?		It uses full-colour CMYK process printing, with support for up to two additional Pantone colours where required. Colour results may vary depending on the packaging material, background and product visibility — for example, clear rPET can present colour differently to white paper labels or filled produce packs.



NEED HELP? Still unsure if Direct Print is right for your operation? Let's talk. We'll assess your packaging and suggest the best fit.

Learn more: multisteps.com.au/directprintlabels Contact Us: multisteps.com.au/contact-us/