



# Yellow News

We are local and global!

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**Edition** 2024

# Check out our newsletter!

We want to share how we care for diverse development on both a global and local scale. We strive to ensure that our social initiatives make the world a better place.

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## An American Student in Ryczywół - A Visit to the Greenhouse



In June, we had the pleasure of hosting **Olivia, a student from Texas A&M University**, at our greenhouse in Ryczywół. During her visit, she had the opportunity to learn about our methods of growing and caring for tomatoes.

Olivia got to see our approach to agriculture, which includes process automation, zero-waste policies, and eco-friendly methods that support sustainable development.

We believe that such collaborations contribute to the further development of sustainable agricultural **practices and strengthen the international exchange of knowledge**.



## Support for Flood Victims – Parts of Citronex Company Actions in Difficult Times

In response to the severe flood situation, we decided to support residents of Lower Silesia who are at risk of flooding, as well as those who have been evacuated.

The **Citronex Companies**, in providing assistance, donated drinking water and bananas to the municipality of Siechnice and organized the transport of camp beds to evacuation points.

We are also actively involved with the crisis management team in Siechnice and stand ready to offer assistance wherever it is most needed.





Our transport fleet in Poland, Romania, and Hungary has grown with the addition of 77 new MAN TGX trucks and KRONE trailers. We now have 250 vehicles, allowing us to deliver ripe bananas even more efficiently to 12 countries.

We're growing together with you!

**To Ensure Yellow Bananas Are Always in Stock:  
We're Increasing Transport Efficiency**



**FRUIT  
ATTRACTION**



## **FRUIT ATTRACTION TRADE FAIR: WE'RE PREPARING FOR THE INDUSTRY EVENT**

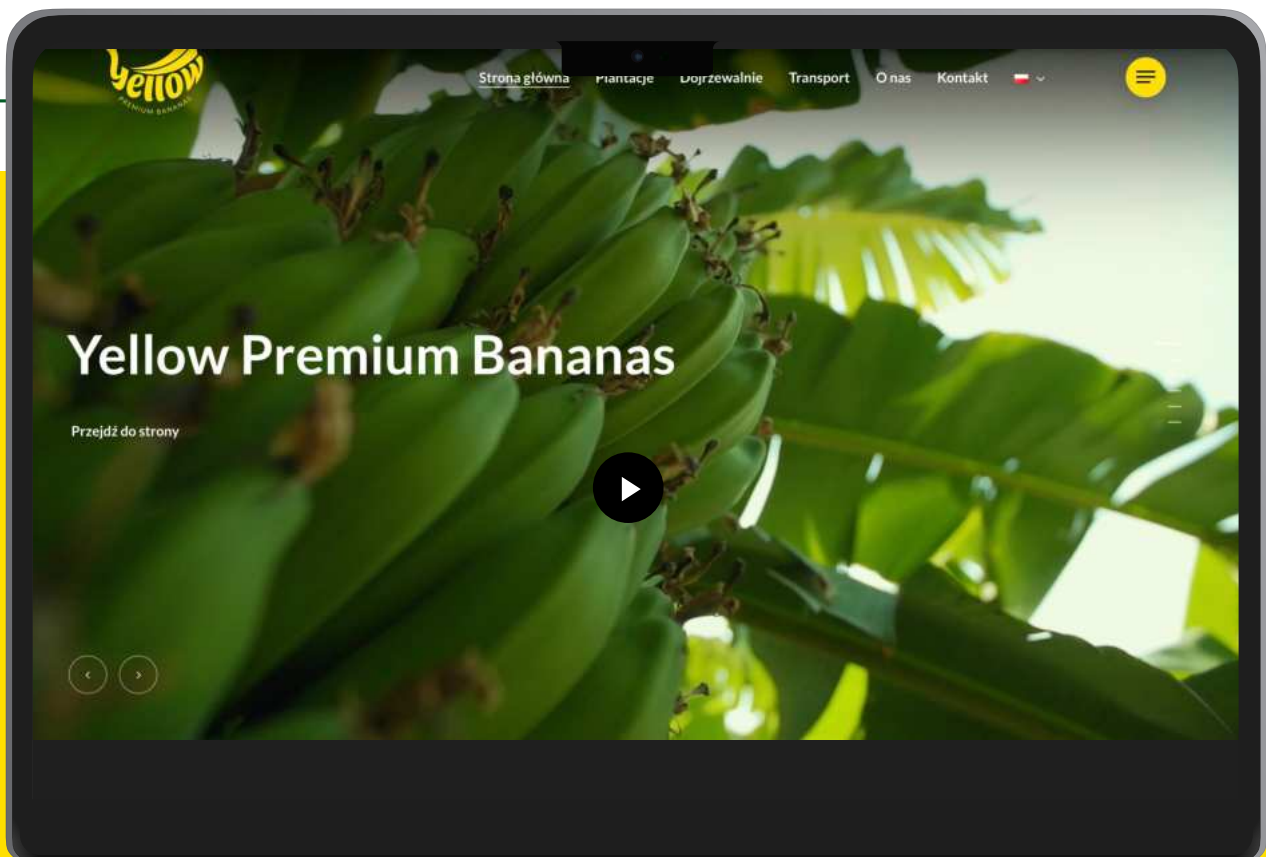
This October, our team will participate in the Fruit Attraction trade fair. It's an opportunity to meet with experts from the fruit and vegetable industry, share achievements, and present our plans for the future. We believe the upcoming meetings will bring inspiring discussions, new relationships and fresh ideas.



## We're Launching a New Website: YellowBananas

After intense work on the new Yellow Bananas website, we're excited to announce that it launched in August.

Now, our customers and partners can explore our company and full range of products in a modern and user-friendly format. This is an important step for us as we aim to grow and be closer to you, addressing your needs.



## Yellow Bananas for Sports: We're Committed to Local and Global Initiatives

This quarter, we actively supported sports by promoting a healthy lifestyle both locally and globally. We participated in a basketball tournament in Zgorzelec, providing energy to players and fans. We proudly sponsor the local football team, Legend Squat, supporting their successes on the field. The Warsaw Marathon is one of the many events where we were also present.



**We believe that supporting sports is an investment in health and an active lifestyle, which we want to promote every step of the way.**





## Rebranding: Wrapping trailers with Yellow and **Only Pink**

We've decided to increase our brand visibility on the roads! We've wrapped our trailers with elements related to the Yellow and **Only Pink** brands, so that every customer and partner can see how we deliver fresh products.



We want our actions to be transparent, which is why we ensure that you can see our delivery process. For us, visibility is not just about advertising but also a symbol of quality and trust.



## Hello Yellow in Budapest: Promotion and Care for the Environment

As part of our commitment to the environment and sustainable development, we wrapped a tram in Budapest with Yellow branding, focusing on an eco-friendly mode of transport.

Through this initiative, we're making our presence known in the city while minimizing our environmental impact.

Together, we can create a healthier future – both for people and for our planet!



## We're focusing on eco-friendly solutions: We're testing new cardboard boxes

In August and September, we started testing with MONDI on new packaging. Currently, our cartons are made up of 8 layers of paper, with one layer being 100% recycled. The test cartons from Mondri HSB2 will also consist of 8 layers, which will include four layers of paper containing fibers sourced 70% from recycling and 4 layers with an additional 25% of this fiber.

Layers	Parts of a box	Current boxes	Mondi HSB2
1	Bottom part of the box - BC flute (five-layer texture)	Primary paper	Liner Hybryda 70% recycled fibers
2		Primary paper	Fluting Hybryda 25% recycled fibers
3		100% from recycling	Fluting Hybryda 25% recycled fibers
4		Primary paper	Fluting Hybryda 25% recycled fibers
5		Primary paper	Liner Hybryda 70% recycled fibers
6	Top part of the box - BC flute (three-layer texture)	Primary paper	Liner Hybryda 70% recycled fibers
7		Primary paper	Fluting Hybryda 25% recycled fibers
8		Primary paper	Liner Hybryda 70% recycled fibers
	% of recycled paper in cardboard	12,5%	40%

The test cartons show an increase in the share of recycled paper waste used in carton production by 27.5%. If the test results are satisfactory, we will introduce new, more environmentally friendly cartons with all our suppliers.

We are committed to ecology and sustainable development!





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See you soon!

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yellowbananas.pl