



MAERSK

ALL THE WAY

Be ready to take freshness further

Discover how Sunripe was able to grow their avocado business across borders and go **all the way** with Maersk's cold chain solutions.

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Expanding business with freshness at its core

Sunripe Ltd, a proud Kenyan company, has built a reputation over decades as a trusted exporter of fresh produce to Europe and the UK. From vibrant avocados to premium vegetables, their success has always been rooted in quality, reliability and unwavering commitment to freshness.

As global demand for avocados surged and new markets emerged, Sunripe recognised they needed more than just great produce - they needed a logistics partner who could help them grow without compromise.

When growth meets complexity

As demand for avocados exploded, Sunripe saw a golden opportunity to expand. But breaking into new markets meant raising the bar on quality, reliability, and scale. That's where their supply chain challenges also grew:



Traditional air freight was costly and could not support scaling up.



Inconsistent trucking, packaging issues and unreliable documentation often delayed shipments and hurt product quality.



Maintaining quality across long journeys was tricky, especially without the right containers.



Without a partner focused on tailored cold chain solutions, navigating these hurdles became a real strain.



Disconnected logistics meant multiple handovers, making visibility and control difficult.

Creating a seamless, controlled journey

Partnering with Maersk gave Sunripe the edge they needed. Together, they implemented fully integrated cold chain logistics solutions tailored to fresh produce.



Controlled Atmosphere (CA) containers preserved fruit freshness from farm to shelf.



End-to-end logistics, from farm pickup to final destination, streamlined operations and removed guesswork.



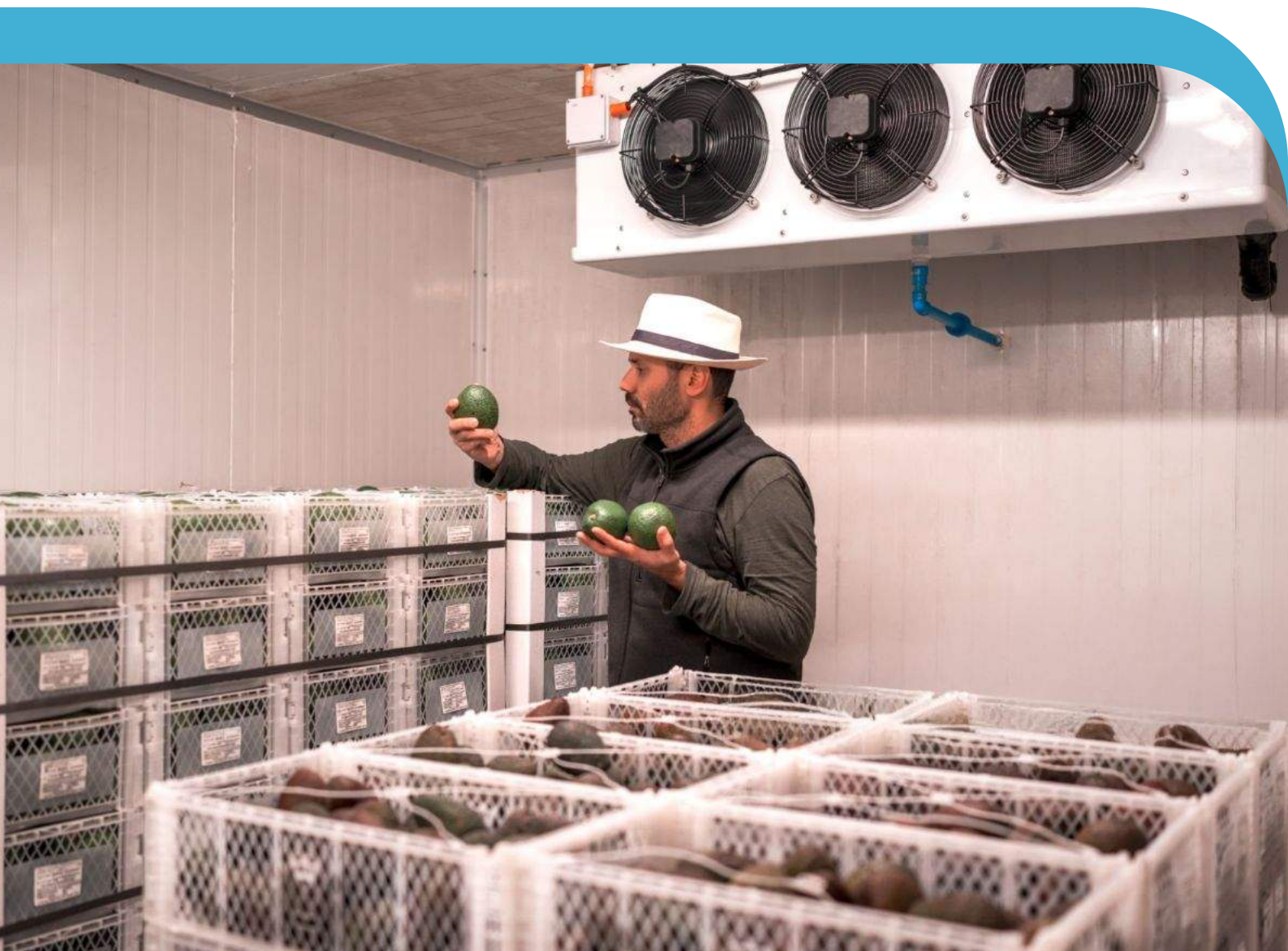
Captain Peter™, Maersk's real-time cargo visibility platform, provided complete control and tracking across every stage.



Expertise in cold chain logistics helped fine-tune packaging, documentation and trucking to global standards.



A single, accountable partner ensured proactive problem-solving and customised solutions that fit Sunripe's growth goals.





Growth that tastes as good as it looks

With better control, visibility, and quality preservation, Sunripe can now confidently expand into new markets, delivering avocados and other produce at their peak. Time to market has improved, product rejections have dropped, and customer satisfaction is thriving.

Most importantly, Sunripe is no longer worrying about logistics. They're focused on growing their business, their reputation and their impact, and finding new ways to go all the way to meet customer demand.

Ready to go all the way with your cold chain?

Explore how Maersk's integrated logistics solutions can take your fresh business further.

Contact us →