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Pure Sunfarms rolls out windowed packaging

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Pure Sunfarms Corp., a wholly owned subsidiary of Village Farms International, Inc. and one of Canadaâ??s leading cannabis producers, to be the first licensed producer to introduce windowed packaging at scale across Pure Sunfarmsâ?? brand dried flower formats (7g, 14g, and 28g). This innovative approach marks a new era of cannabis shopping, one that empowers consumers to look beyond potency numbers and see the flower in the package before purchase.

"This isnâ??t simply a packaging update. Itâ??s a shift in how we think about cannabis quality,â? says Orville Bovenschen, President of Village Farms Canadian Cannabis. â??The plant is so much more than THC, but consumers have been asked to judge quality based on that number for too long. Real quality is something you can see: the structure of the bud, trichome coverage, the precision of the trim. Thatâ??s what sets great flowers apart, and now our customers can look at it for themselves.â?•

This move follows recent regulatory changes from Health Canada allowing producers to use transparent immediate containers and cut-out windows for dried flower packaging. Pure Sunfarms seized the opportunity to innovate, creating a window thatâ??s both functional and protective. The result is a fully customised bag with multi-layer construction, designed to maintain freshness and quality while giving consumers a clear view of whatâ??s inside.

â??Our commitment has always been to our consumers,â? adds Bovenschen. â??Theyâ??ve already experienced a positive difference with our dried flower, and now they can make even more informed choices in-store. Weâ??re proud to be the first licensed producer to lead with this next step at scale in the evolution of Canadian cannabis.â?

The new packaging is currently being rolled out across Canada. As with any packaging update, consumers can expect to see it phased in gradually as new inventory arrives in stores.