

# Structural design

## A Case Study for Lidl's nuts and pulses

Weedon

Packaging Solutions Centre

### Customer Profile

Originally founded as a grocery wholesaler in Germany in the 1930s, today Lidl is one of the largest grocery retailers in Europe and a leader in the discount sector. The first Lidl stores opened in the UK in 1994, where the company currently has more than 600 stores.

### The Problem

Lidl have launched a new range of nuts and pulses sourced from two different suppliers.

- They needed Retail Ready Packaging (RRP) that was capable of flowing through these suppliers' different supply chains and then on to Lidl stores. Each supplier has individual shipping and printing requirements.
- The products are very heavy but, during transit, they need to be stacked in volume on euro pallets so the packaging needed to be very strong.
- With only two months before the launch of the range in-store, there was limited time to develop a suitable design and produce the RRP.



### The Solution

- Clever design and innovative cardboard engineering made the packaging strong.
- We used the same design but different board grades for each supplier – one suitable for litho-printing, the other for flexo-printing.

### The Benefits

- Our choice of board grades provided excellent print quality for both suppliers.
- The design performed well in transit and in-store.

### Weedon PSC – the right partner for the job

- Our team of innovative structural designers can solve even the most challenging packaging problem.
- Our designers have specialist knowledge of the different types of corrugated board, its characteristics and performance.
- We work closely with our customers and understand what they want to achieve.
- In-house testing facility to check our packaging designs do indeed perform as intended.
- Our own corrugator, producing corrugated board in-house, for the flexibility to provide fast turn-round of orders.

