

A Pre-filled First

A Case Study for M&S

Weedon

Packaging Solutions Centre

Customer Profile

M&S is a long-established retailer offering high quality, value-for-money, own brand products including food, clothing, home, banking and services. The company serves nearly 30 million customers each year in the UK and abroad.

The Problem

M&S wanted a display to pull together everything for Pancake Day, so shoppers could pick up all their pancake ingredients and toppings from a single point of purchase.

- They wanted to make a big impact in store.
- Previously M&S had used a promotional table at the front of store for seasonal events, but they wanted to trial pre-filled shippers which are more space-efficient and would allow more stock to be presented to customers in the same space.
- The launch date was fixed and production time limited.
- This was the first time M&S had used pre-filled shippers on a large scale for a special event so the retailer needed an experienced team to provide maximum support.

The Solution

- We provided a complete in-house solution for the project, designing, manufacturing, co-ordinating the co-packing and delivering direct to distribution centres. This simplified the planning between different processes and saved considerable time.
- As the UK's leading independent manufacturer of Point of Sale (POS) displays, we had the expertise and experience to guide M&S through the project and to take the hassle out of what might otherwise have been a complicated process.
- Our in-house design team specified robust corrugated board and a strong structural design to accommodate a range of heavy and fragile goods including chocolate spread and bottles of sauce and lemon juice.
- We used our new Hanway digital printer to achieve high quality printing quickly and economically.

As a result, we were able to design, manufacture, pack and safely deliver three types of pre-filled shippers within two weeks of M&S placing their order. The retailer was very pleased with the result – they achieved maximum impact in-store, with minimum fuss.



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