



Working with the Institute of Directors

Claire Ebrey with Peter Weedon (left) and John Weedon (right), making friends with one of Weedon Corrugated Products' more unusual creations.

Weedon Corrugated Products was delighted to play host recently to Claire Ebrey, the North West Regional Director of the Institute of Directors (IoD). Since her appointment earlier this year, Ms Ebrey has been visiting companies in the area to improve her understanding of local manufacturers and their concerns.

Ms Ebrey toured the Weedon Corrugated Products factory on 28 April and then discussed with Directors John and Peter Weedon issues such as the local economy, the possible effect of Brexit on manufacturing industry and the Northern Powerhouse economic strategy.

Ms Ebrey said:

"It was great to visit Weedon's factory in Audenshaw, which was a hive of activity, and to speak to John and Peter about how the current economic climate is affecting their business.

"Our discussions also identified topics and issues that are bespoke to manufacturers,

and IoD North West is now planning a series of events especially for our manufacturing members very soon."

After the visit, John Weedon commented: "Weedon Corrugated Products is based in the least affluent of the five Greater Manchester sectors and offers work for 80 employees. By providing jobs here, we play a significant role in the economy of the area and the lives of local people.

"We are encouraged that the Institute of Directors is taking a hands-on interest in the issues which affect manufacturing industry, and we look forward to working together in the future."

Weedon Corrugated Products has been invited to join 'Ten Talk', a new forum instigated by the IoD, in which manufacturing companies will come together in an informal setting to share business concerns and offer peer support.

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A Fresh New Look for our 30th Year



As we celebrate our thirtieth year in business, we have launched a new Weedon Group website at: www.weedongroup.com.

The new site brings together the websites of the three companies in the Group, emphasising their interconnecting roles in providing a complete packaging solution from concept, through design and artwork to manufacture and distribution.

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John Weedon, Managing Director of the Weedon Group, said:

"Over the last few years, the Weedon Group has experienced considerable growth. As independent corrugated packaging manufacturers have disappeared from the market, we have attracted new customers looking for the level of service that only an independent can provide. At the same time, we have invested in new equipment and introduced new products and services. Our website was in need of a major overhaul to keep up with these new developments.

"We also wanted to emphasise the complementary nature of the three companies in the Group, which together provide a complete packaging solution. Packaging requirements are becoming ever more complex but, by combining the expertise in our three companies, we can offer solutions that our customers may not have considered.

"And finally we have taken the opportunity to give our website a makeover. We like to think it now reflects our company – it is bright, helpful and easy to use."

The new site tells our customers all they need to know about the three businesses in the Weedon Group and the services we offer.

It also presents information about our Retail Packaging Services (including in-store displays, on-shelf retail ready packaging and packaging for eCommerce), Industrial Packaging (transit packaging, services to the trade and the supply of sheet board) and Creative Services (graphic and structural design, retail own label packaging services and production services). Additional pages offer a library of information resources, case studies of real-life packaging solutions and the latest company news.

We have also produced a new Group brochure. It can be downloaded from our website at: www.weedongroup.com/library.



Design Focus

In this column, we introduce some of the innovative ideas which our in-house graphic and structural designers have developed to solve specific problems for our customers.

In-store Theatre A Case Study for Fold Hill Foods

Customer Profile

Fold Hill Foods is a family-run business based in Boston in Lincolnshire. Fold Hill was originally a mixed farm with sheep and cattle, vegetables and cereals but in the late 1970s the rising price of oil for drying the crops after harvest prompted a change of direction. Today the farm covers 3,000 acres, employs over 150 local people and specialises in growing baby vegetables and cereal and producing high quality dog and cat food.

The Problem

- Fold Hill Foods needed a Point of Sale display unit to drive sales of their dog biscuits.
- The stand had to be reminiscent of an old fashioned sweet cart which would co-ordinate with their existing packet designs, and it had to showcase various sizes of packets of dog biscuits.
- It also had to be capable of being moved easily around the store.

The Solution

- Attractive graphics, with the look of an olde worlde sweet shop.
- A pre-filled display unit with a robust structural design.
- Standing on a mini-pallet with wheels for easy movement.
- Designed as a mixed product display incorporating the full Laughing Dog range.
- Open display, making it easy for consumers to shop.

Additional Benefits

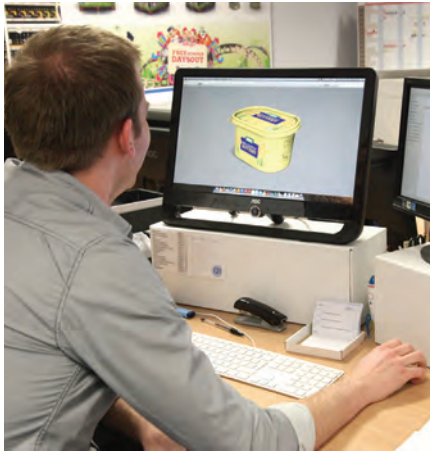
- The Weedon Group is the UK's leading independent producer of Point of Sale display units.
- Because our structural designers and our graphic designers work closely together as a team, we were able to produce a stand that is both stunning visually and strong enough to withstand pre-loading and transportation, as well as being repeatedly moved around store.

Download other [case studies](#) to find out how we have used our expertise to solve specific packaging problems for our customers.



What's New

i2i Completes First 3D Visualisation of a Primary Packaging Design



i2i europe has completed its first 3D primary packaging project, helping bring Asda's Brilliantly Buttery design concept to life through visualisation.

i2i europe is long established in the design of Retail Ready Packaging (RRP) and Point of Sale (POS) display units, and regularly uses its expertise and our special 3D software to help our customers see how their displays and packaging would look in different retail environments. But this is the first time we have been involved in visualising primary packaging.

We have worked with Asda for many years, designing innovative and creative displays and packaging, and we were already developing artwork for the relaunch of their Brilliantly Buttery spread when they asked us to apply the same visualisation techniques to the primary packaging.

Eddie Perry, Group Design Manager, commented:

"3D visualisation enables our customers to see on a computer screen exactly how their packaging will look in different store settings. It brings the design to life, without the expense of tooling or sample-making.

"i2i europe is well regarded for designing effective secondary and tertiary packaging and, over the years, we have built up a very successful working relationship with Asda. This move into primary packaging for Asda is perhaps therefore not altogether surprising."

An Audience with...

Matt Bailey,

Business Development Manager, Weedon PSC



unlikely to get from some of our larger competitors. How many of the big corrugated manufacturers' MDs would visit clients as John Weedon does? Not very likely – in the bigger multi-national groups there are layers of management that customers have to get through before they get to the top!

Q) What do you see as the next hot topic in the packaging industry?

A) There is a big push in the industry towards e-Commerce packaging. People are changing the way they purchase goods on a daily basis. More and more businesses are selling online, so, as packaging producers, we have to be constantly on our toes improving customers' buying experience when they receive their purchases.

We are already doing a lot with e-Commerce packaging but, with the excellent design teams we have within the Weedon Group coming up with new and exciting potential products, I see this as being a massive marketplace for us over the coming months and years. Obviously this is not relevant to all our customers, but overall I think this will have a big impact long term in the development of the Weedon Group.

Q) What makes a 'good day' at work for you?

A) My favourite kind of day is when I get commitment from customers that we have won their business. For me, at the end of the day it's all about business development and making the customer happy.

Q) What do you enjoy doing in your spare time?

A) I do like to socialise and have the odd pint. I'm also a huge Formula One fan and my wife and I try to get to at least one Grand Prix each season. We love to travel and visit new places and we have been very fortunate to have been to quite a few far-flung countries in the nine years we have been married.

I am also a Manchester City supporter and, before anyone says anything, I have been supporting them since they were less than impressive in the early 80s!

Finally we have a two-year-old beagle called Jenson and a ten-year-old cat called Asbo who keep us on our toes. Jenson loves his long walks. His favourite walk ends at a Weedon PSC customer, funnily enough – Stonehouse Brewery. I tend to do this walk with him quite often. Odd that!

Q) How long have you been with Weedon PSC?

A) I started in November 2011, so about five and a half years. It's gone really fast! I'm a Business Development Manager, developing and managing packaging accounts in North/mid Wales, the West Midlands M6 and M5 corridors and South Cheshire.

Q) What do you enjoy most about your work and what do you find most challenging?

A) I love meeting people and developing relationships with them. I don't find it difficult to talk to people and I like to think I'm pretty good at building relationships with my customers. I think this is so important in any business.

As for the most challenging, for me it's getting my face in front of people for the first time. But, once I'm through the door of a potential customer, I'm happy exploring what opportunities are available for Weedon PSC and getting to know the customer and finding out about his or her needs.

Q) What do you think makes the Weedon Group unique in today's marketplace?

A) We are a family-owned and independent company with our own integrated corrugator (there are not many around!), and we can offer any corrugated cardboard solution 99.99% of the time. There are so many opportunities out there for us. We are seeing that more and more customers are not getting the level of service and support they crave. Weedon PSC is able to look after them and offer that personal touch that they are

Weedon PSC Passes Sedex Ethical Audit



We are delighted to announce that Weedon PSC has passed an independent ethical audit for Sedex, the Supplier Ethical Data Exchange, demonstrating our commitment to helping manage and improve supply chain standards.

Retailers and consumer brands are under constant pressure to monitor and understand their supply chains, to ensure that they are

free from unfair or unsafe labour practices, corruption and environmental negligence. Suppliers therefore often have to provide ethical data to their customers to demonstrate that their practices are ethical, sometimes undergoing multiple audits and complying with different codes and standards. Through Sedex, we can share the same data with many customers, reducing the need for multiple audits and enabling our customers to see quickly and easily that our practices are ethical.

Being a member of Sedex is a sign of our willingness to share information and to use it to help manage and improve ethical standards within the supply chain. We have been a member of Sedex since 2013 but we had previously self-audited our operations. Independent external audits are policed and verified and are therefore more transparent. As a member of Sedex, our customers can easily ensure that, when they buy from us, they are protecting the ethical integrity of their supply chains.

Raising Funds for the RNLI



*Penlee lifeboat memorial
Picture by Geof Sheppard*

When not creating innovative ideas for Retail Ready Packaging and Point of Sale, our Design Department at Weedon PSC likes to do its bit for maritime safety. The team recently raised over £570 for the Royal National Lifeboat Institute with a sale of products donated by customers.

Tony Williams, our print specialist, has supported the charity for many years and has been a governor of the RNLI for over 20 years.

His relationship with the charity began in 1981 when he was on holiday near Penzance. He and his friends had been sea fishing and went into the Ship Inn on the evening of 19 December. They got talking to Charlie Greehaugh of the local lifeboat crew. That night the Solomon Browne lifeboat was called out to the aid of the vessel Union Star after its engines failed in heavy seas. It was the night of the Penlee lifeboat disaster – the Solomon Browne was lost with all hands, including eight volunteer lifeboat crew. Tony has supported the charity ever since.

Industry Insight

Packaging Trends for 2017

In an [article in Packaging News](#), Philip Chadwick examines the year ahead in design. He suggests that last year's key trends – craft, 'premiumisation' and personalisation – will continue to influence creations over the next 12 months, and he highlights the challenges faced by each:

- Is the 'craft' bubble about to burst? Craft cues have now found their way into the mainstream and there is a feeling among the design community that the craft movement has hit its peak. For it to remain fresh, independent brands need to clearly articulate what sets them apart; the story behind the product needs to shine through.
- Luxury needs to connect. Slapping on a few special effects is not enough; premium packs need to offer more, so we should expect more theatre from the high end of the packaging market.
- Online requires a different approach. With more people buying goods online (and purchases through smartphones rising), pack designers need to create packs with e-Commerce in mind.

EU Workers, UK industry, Regulation and Standards – the Challenges of Brexit

In a [Special Report in Packaging News](#), Hamish Champ asks how the packaging industry will fare following Brexit. He maintains that the packaging industry sees more challenges than opportunities as the UK leaves the European Union. Fears concern the ability of EU citizens to work in the UK and consequent labour shortages, particularly in agriculture and in the run up to Christmas. In addition there is the threat of tariffs and the possibility of the UK's isolation from key European markets, which could affect the competitiveness of British industry, as well as the possible movement of investment away from the UK and the potential to disregard European standards leading to a lowering of quality.

Weedon

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