

All Change at Weedon PSC



The builders are in at the Weedon PSC factory in Hednesford. Walls are coming down and every machine is being relocated.

When we moved into the Anglesey Business Park 28 years ago, we occupied just three units with our offices housed in a caravan! Since then, we have taken on numerous additional units within the business park and we now have 19.

Recent investment in new equipment has prompted a major reorganisation – and consequent redevelopment on site. We are removing various internal walls to create a brand new 80,000 sq ft work area, warehouse and distribution centre. All machines will be relocated within the site to optimise production and workflow,

allowing space for forthcoming investment in additional new machinery and rationalising our production logistics. This will transform the site for Weedon PSC.

Peter Weedon, Operations Director of the Weedon Group, commented that these changes will future-proof our growth, improve our efficiency and increase our capacity, making way, in particular, for a new taping machine and additional conversion equipment.

While the restructuring is underway, we have also taken the opportunity to upgrade our heating, lighting and insulation to improve the environmental impact of our factory, in line with our commitment to environmental protection and sustainability.

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DID YOU KNOW?

- Over 70% of the fibres used to make paper in the UK come from paper collected from recycling, and over 80% of all corrugated packaging is recycled.
- Around 90% of the water used for making paper is returned to the environment.
- Paper is made from a natural, renewable and sustainable resource and boasts the highest recycling rate of any material in the UK.



We wish all our customers and staff
A HAPPY CHRISTMAS AND
A PROSPEROUS NEW YEAR.



The Convenience Channel – Making an Impact

The convenience market is growing – it is forecast to be worth £20 billion a year by 2020.

Changing shopping habits are driving sales as consumers have begun to favour the top-up shop on a regular basis. One in four of us now visits a convenience store during the week, whether for dinner essentials or supplies for the next few days, and it is becoming a planned – rather than a distress – activity.

The Convenience Shopper

Recent research is not encouraging for the shopper marketer. Convenience shoppers are time-poor and mission-ready.

- Shoppers buy only two or three items on average per shopping trip. (Source: POPAI)
- The average shop visit lasts only five minutes and one in three of us wants to be in and out as quickly as possible. (Source: POPAI)
- Only 15% of convenience shoppers buy anything on impulse. (Source: HIM Shopper Research & Consulting)

Convenience shopping is not a time for browsing, with the majority of shoppers only visiting the aisles for the products they need. Eight out of ten convenience shoppers are convinced they will buy only the items on their list.

Convenience stores vs the supermarket - different shopping patterns



Only 13% of shoppers visit every aisle in a convenience store – so not only is there less time to influence shoppers, there are also fewer opportunities to encourage them into 'active buying' mode.

Opportunities within Convenience Retail

However, there are opportunities in convenience retail for both brands and retailers.

The key is to remember that people shop supermarkets and convenience stores differently ... and you need to make an impact FAST.

The Solution – Tailor-made Point of Sale

Research from POPAI has shown that in-store displays are the best marketing tools for guaranteeing a return on investment. Point of Sale (POS) is a highly effective way of generating impulse purchases and acts as a call to attention to the brand by communicating its benefits in a persuasive manner.

For short term sales, in-store fixtures give an average of 160% ROI, according to a survey of 300 campaigns that weigh the sales uplift in terms of revenue against the cost of activity.

Weedon PSC has POS solutions designed especially for the convenience store:

- POS with a small footprint – a range of display units that is big on impact, economical with space.
- Parasite display units – attached to existing fixtures and fittings, so no additional floor space is required, but they still pack mighty visual punch.

"The mix of shopper missions in a convenience store is more diverse, and in some ways, more complex. Convenience retailers have much less space to satisfy a much broader range of shopper needs, in a shorter space of time!"

Katie Hemmings,
Commercial Director, HIM Shopper
Research & Consulting



To find out more about how we can help make your promotions stand out from the crowd, contact our POS support group – please email [Sarah](#) or call her on 01543 423838.



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.

A Marriage of Graphic and Structural Design

A Case Study for Wye Valley Brewery



Customer Profile

Established in 1985, Wye Valley Brewery is a family business that takes great pride in brewing the best cask-conditioned beer possible and supporting local pubs as places to enjoy the perfect pint

The Problem

- The company wanted to launch a new range of craft beers.
- They wanted a carry-out gift pack, containing two beers and a free glass.
- They needed powerful graphics to boost sales.

The Solution

- A clever structural design that is easy to pick up and carry.
- Eye-catching graphics to reflect the brand and the region where the beer is brewed.
- Top quality print to reflect the company's reputation as a producer of fine quality beers.

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

An Audience with...

Chris Richards,
Group Finance Director



Q) How long have you been with the Weedon Group and what is your role within the company?

A) I joined the Weedon Group in October 2014, coming across from one of our main board suppliers, DS Smith, where I had been Financial Controller and then Commercial Manager for their Sheet Feeding operation. As Group Finance Director here, my role is quite broad, covering everything from Treasury Management, supporting John and Peter Weedon in key decisions, through to ensuring we have competitive fuel cards for our lease cars.

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

A) The nature of my job means I get involved in all aspects of the three businesses in the Group, which provides a variety of challenges for me to understand and, hopefully, influence positively. Working in a family-run, independent company, I am involved in some new areas and I deal with different issues that I was not exposed to during my time at a large multinational company, so some days have literally been 'learning days'!

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

A) As one of the largest remaining independent corrugated manufacturers, we are in a strong position to show our customers that they matter, by providing them with excellent products and service but also displaying a willingness to go the extra mile. Our product and service offering across the Group puts us in the same arena as the multinationals but we are able to maintain our focus on the customer.

In i2i Europe we also have graphic and structural expertise, which offers real added value to our customers and sets us apart from the rest.

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

A) eCommerce is starting to have such an impact that it is affecting the general availability of paper supply on a global level. Recent growth trends are not expected to ease off any time soon as more of us log on to shop. This, combined with recent news reports of one-use plastic polluting entire areas of ocean will put even more pressure on our industry to come up with more recyclable solutions. This in turn will apply even more pressure on the paper supply chain.

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

A) A bacon bap and a cup of tea followed by an early morning tee off on a bright spring day!

Seriously though, any day where I can see we have made another stride forward as a business is a good day for me – whether that is record output off one of the machines, a 100% On Time In Full day or landing that long courted customer. We do a lot of things right which is why we have been around for so long.

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

A) I attempt to play golf during the summer. My days of being labelled a bandit are now beginning to elude me as I play off 15. I also play cricket and enjoy watching sport, supporting my local rugby team, the Bedford Blues who play in the English Championship, and, for my sins, I am a season ticket-holder for my home town side, Swansea City. I have also been known to frequent motor sport events such as Formula 1, Moto GP and speedway.

Weedon PSC is First Corrugated Manufacturer to Receive New ISO 9001 award

Weedon PSC has become the first corrugated manufacturing company in the UK to be accredited with the updated ISO 9001 award, ISO 9001:2015. The new accreditation, which raises the standards expected of companies' quality management systems, has replaced ISO 9001:2008 and will become mandatory in September 2018.

ISO 9001 is a standard that sets out the requirements for a quality management system. It helps businesses and organisations to be more efficient and improve customer satisfaction.

Rob Marshall, Production Director at Weedon PSC, said:

"ISO standards are reviewed every five years and revised if necessary to ensure they take account of the evolving business

environment and thus remain useful tools for the marketplace.

"For example, increased globalisation has changed the way we do business and organisations often operate more complex supply chains than they did in the past. There are also increased expectations from customers and, with more access to information, today's wider society has a stronger voice than ever before. ISO 9001:2015 reflects these changes.

"As one of only a handful of independent corrugated manufacturers in the UK, we pride ourselves on the service we provide to our customers. Accreditation at ISO 9001:2015 recognises the high standards of our quality management systems and our approach to our work."

The Fosber Dry End – Everything we Hoped For and More

One month on and our new Fosber dry end is already earning its way! Since it was installed on the in-house corrugator at Weedon Corrugated Products' Audenshaw factory in October, we have recorded better performance and improved quality.

Paul McCormack, Production Director at Weedon Corrugated Products, said:

"Running speeds are faster, which has increased production efficiency, waste has been reduced, output has risen and the consistency of the quality of the board we are producing has improved.

"This new, state-of-the-art equipment is allowing us to produce significantly more sheet board per hour than previously, enabling us to meet growing customer demand, particularly from eCommerce and export markets."

Weedon Corrugated Products is one of only a handful of independent corrugated manufacturers in the UK to have its own in-house corrugator. We produce B, C and BC double wall corrugated sheet and packaging, Less-flute (our own economical, environmentally friendly grades), E flute, EL (E flute combined with Less-flute) and EB double wall.

Industry Insight

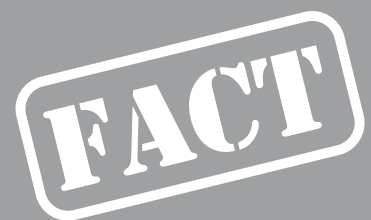
MPs Told a Coherent Plan is Needed for On-the-go Packaging

Members of Parliament have heard evidence from packaging and retail experts supporting improvements to the UK's recycling strategy. Various key industry figures addressed the Environmental Audit Committee as part of an inquiry into disposable drinks packaging, but the debate, reported in [Packaging News](#), went much further.

Alice Ellison, Head of Environment at the British Retail Consortium, said:

"We want to move to a circular economy but why just look at plastic bottles? There is a gap [in recycling] from on-the-go consumption. That needs to be addressed."

Other issues raised included the need for improved recycling facilities in the UK, as well as a new strategy from government on the export of waste and the need for a post-Brexit waste policy.



FACT: European forests have been growing by over 1500 football pitches every day.

Weedon

Group

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