

Revolutionising Shelf-Ready and Transit Packaging



The first box rolled off our new casemaker in August - transit packaging for MPM.

A new state-of-the-art casemaker is now boosting the production of shelf-ready packaging (SRP) and transit cases at our Weedon Corrugated Products factory in Audenshaw, Manchester. The new machine, which was installed during the summer, will enable us to meet growing customer demand.

The high-speed casemaker is a three-colour flexo machine, capable of top quality printing and with a rotary die-cutter attached. Its purchase brings Group investment in Weedon Corrugated Products over recent months to over £1.5 million, including material handling equipment and a new Fosber dry end for our in-house corrugator.

The machine is now fully operational on two shifts and is already exceeding production expectations.

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

"As one of only a handful of independent corrugated manufacturers in the UK to have its own in-house corrugator, we are seeing new business development, particularly from customers looking for a more flexible and personalised service from their packaging supplier.

"The growth in online retail is also increasing demand for corrugated packaging.

"We have therefore made a significant investment in new plant to improve our efficiency and production capacity. The casemaker is the latest piece on our shopping list of new equipment."

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The Independent Corrugated Packaging Solution for eCommerce

Top grade food hygiene certificate for Weedon Corrugated Products

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With consumers turning increasingly to eCommerce for speed of delivery and convenience, the growth of online sales is expected to rise significantly in coming years.

Packaging for eCommerce requires a different approach to traditional packaging. It must be sufficiently robust for posting anywhere around the world, with easy opening and resealable tapes in case the product has to be returned. Attractive and colourful printing on the reverse of the outer postal packaging can provide a wow! when the parcel is opened, as well as offering the opportunity for brand promotion.

The Weedon Group has launched its own distinctive brand of corrugated packaging for the eCommerce market – ePac. We draw on the strengths of the whole Group to provide this service, with the in-house manufacture of specialist eCommerce board grades on our

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own corrugator and top quality print capability, including printing on both sides of the box. We have invested in new specialist equipment including a revolutionary new taping machine which can apply various types of sealing tape offline, including 'peel & seal', enabling us to manufacture bespoke packaging for the online retail market.

We have also set up a new eCommerce sales and marketing team – which includes design experts – to deal with enquiries, because finding the best solution is not always a matter of simply buying off the shelf. We offer expertise in packaging reduction, including 'right-sizing' to reduce the use of unnecessary packaging, as well as innovative design capabilities in both graphic and structural design.

As an independent corrugated manufacturer, we also provide something that the giants of our industry sometimes struggle with – a different type of customer service.

We are now one of only five significant independent corrugated manufacturers in the UK equipped with their own corrugator and the ability to both manufacture corrugated board and convert it into packaging. Because every customer matters to us, we put a great



deal of effort into cultivating – and maintaining – relationships. We take time to understand our customers' concerns and the pressures under which they operate. Our independence also makes us more flexible – a key factor in a market characterised by rapid change – so we can adjust our procedures to meet a tight deadline, or change a design at short notice.

As retailers gear up for the challenges of the eCommerce market, many buyers are becoming aware of the enhanced service provided by independent corrugated packaging manufacturers and are recognising that sometimes smaller is more beautiful.

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.



Top grade food hygiene certificate for Weedon Corrugated Products

Weedon Corrugated Products has passed its latest BRC (British Retail Consortium) audit for quality and food safety at the highest level, level 'A'.

The BRC operates a programme of internationally recognised hygiene standards for the packaging used for food and drink. Accreditation at level 'A' means our customers can be 100% confident that our manufacturing processes will deliver top quality corrugated packaging for the food and drinks markets.

Weedon Corrugated Products had previously held BRC accreditation at level 'C'. This improved performance demonstrates the effectiveness of changes in the company's management systems since it was acquired by the Weedon Group. Considerable effort has been spent on streamlining the company's processes and bringing it up to the standards of the rest of the Group.

Peter Weedon, Group Operations Director, commented:

"Within the Weedon Group we are dedicated to providing a top quality service to our customers. BRC provides the industry-wide benchmark for food safety and quality and level 'A' is the pinnacle for us to aim at when packaging food.

"This accreditation relies on the efficiency of our systems and processes and our attention to detail. It is testimony to the significant improvements that have been introduced at our Manchester factory and to the hard work of all our staff who have adopted new working procedures."

Weedon Corrugated Products is already accredited to the ISO 9001:2008 quality management standard and by the Forest Stewardship Council (FSC), which guarantees that we are using timber and forest products produced from well-managed forests.

Twist Wrap



We have developed a new range of twist wraps as part of our eCommerce range, expanding our offering with new multi-depth, general purpose postal packs in a choice of sizes. These wraps provide a low-cost, economical way to pack products of varying sizes, weights and shapes and can safely package anything from a lipstick to a glass vase.

With two lines of peel & seal tape and two lines of ripper-tape, the wraps are quick and easy to secure and easy for the consumer to open. Their unique design uses multiple creases for a wide variety of heights of product, with the twist design ensuring the pack contents are sealed on two sides and held secure in transit.

What's New

Smarty Pops up Again



As retailers seek to promote their brands in-store, we have seen renewed interest recently in our Smarty range of instantaneous pop-up Point of Sale (POS) display units. We have exclusive rights in the UK and Ireland to manufacture Smarty's range of patented designs which includes both floor-standing units and promotional display products.

Smarty Floor Stand displays go up automatically – typically in under 3 seconds –

which makes implementation extremely quick, simple and cheap compared with more conventional floor stand displays that have to be assembled in-store. The design also ensures they are strong and able to withstand significant weight, making them ideal POS display units for markets such as bakery products and beverages.

Smarty Promotional displays are aimed at communicating a brand message or offer, and are popular, for example, in car showrooms, banks or garden centres. The range includes easy-to-assemble miniature totem displays, cubes and dump bins.

We offer the full Smarty range including both generic shelf- and floor-standing displays as well as units made to order.

John Weedon, Managing Director of Weedon PSC, said:

"In Smarty we have found a first-rate product to extend our range of POS

displays. These display units are designed to the highest specifications and employ innovative patented designs to reduce implementation times in-store. So they are perfect for retail operations where pre-filled displays will not work.

"As a licensee, we manufacture made-to-measure solutions as well as off-the-peg generic units. With the retail environment becoming increasingly challenging, Smarty offers an effective and eye-catching solution which is very attractive to customers. But these displays are also extremely easy to use and cost effective which has proved a hit with retailers and brand-owners alike."

Watch our [video](#) to see just how easy it is to put up a Smarty display, or read our [case study](#) to see how we used Smarty stands to solve a specific problem for Henkel.

An Audience with...

Karen Sherlock, Business Development Manager, Weedon Corrugated Products



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

A) I've been with the company for seven years as a business development manager, working predominantly for Weedon Corrugated Products and specialising in the packaging side of the business.

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

A) I love talking to customers and developing new relationships. This interaction is the best part of my job! It's great when we can find a solution for our customers' packaging problems. Every day is different, which is both exciting and challenging. I need to be very flexible in my role and work with our internal teams, ensuring we meet all our customers' needs. I love what I do and get a great sense of achievement when our customers are happy.

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

A) Being an independent, family-owned business with our own corrugator makes us very versatile, flexible and able to respond to the market. We can offer and produce a large range of corrugated products, providing tailored and 'off-the-shelf' end-to-end solutions from artwork and design to manufacture and implementation.

Q) What innovations do you see making a real difference to our customers?

A) We are very innovative as a company and always developing new solutions to meet our customers' needs. Our offerings are so diverse. Often, by thinking outside the box, we can show our customers new possibilities rather than just providing a 'me too' service. Our new ePac range of eCommerce

packaging, for example, is making a big impact! We have a unique ability in the UK to apply tape anywhere on the box which makes our online retail packaging easier to pack and seal.

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

A) It's got to be eCommerce packaging. With Christmas just around the corner, interest in ePac is huge. Our design mindset means that we can develop solutions for this expanding and evolving market.

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

A) A great day for me is when my customers are happy! I get a real sense of achievement when we exceed their expectations. I'm the sort of person who has to give 100% and being up on my target and budget figures is a reflection of when I've done my job well.

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

A) I love spending quality time relaxing with my family. I do also enjoy a glass or two of good gin...

Six Staff Gain H&S Award



Left to right: Shaun Mountain, Rita Boon, Nikki Whittaker, Steven Humphries and Aron Hayes. Mark Wood was unavailable for the photograph.

Six members of staff at Weedon Corrugated Products have been awarded the Institution of Occupational Safety and Health (IOSH) Managing Safely Certificate. This course is designed for people in a management or supervisory role and provides essential knowledge and understanding of how to manage health & safety responsibilities in the workplace.

Production Director Paul McCormack commented:

“Safety is our primary concern. This course provides a full understanding of the responsibilities for safety and health at work and enables managers and supervisors to recognise how they can influence, control and monitor risk to improve safety and health issues. Successful completion of this programme means that six of our key employees are now better equipped to maintain safe working practices in our factory.”

Boxing Clever



We have produced a new booklet specifically for our trade customers, which provides general information about corrugated packaging and introduces our services for merchants. It also includes details of our bespoke eRetail packaging as well as our range of off-the-shelf packaging for eCommerce.

Please email Sarah at sarahh@i2ieurope.com for a copy.

Industry Insight

The five environmental advantages of corrugated packaging

An [article in Packaging Digest](#) describes some of the ecological benefits of corrugated over other types of packaging:

1. Corrugated packaging contains recycled content and is recyclable.
2. Corrugated packaging is renewable.
3. Corrugated packaging is reusable.
4. Corrugated packaging helps to save energy.
5. Corrugated cases offer efficient protection for products.

CPI Annual Review

The [Confederation of Paper Industries](#) 2017/18 annual review has been published. It describes recent changes in the paper-based industries, including how they are responding to issues such as Chinese import restrictions, the implications of Brexit, rising energy prices and recyclability.

The US is not recycling enough cardboard!

Analysis of several industry studies on cardboard use and recycling in the US by [USA Today](#) calls attention to the rising problem of insufficient waste to recycle into new corrugated packaging.

In the past, many cardboard shipping boxes used to go to retail stores where workers would load the flattened boxes into a machine that bound them into bales which the stores could resell. Groceries and big-box stores probably recycled 90-100% of their cardboard. This situation has changed, particularly as a result of the growth in online retail, and American consumers are not as efficient as stores at recycling – nationally, they send back only 25% of their cardboard for reuse.

In addition, China, previously a big buyer of US corrugated boxes, is becoming pickier about what it buys. It will no longer accept

bales of cardboard that are contaminated, such as a pizza box containing a slice of pizza. So more waste cardboard is going to landfill.

Recycled content and timber each make up about half of what is in a corrugated box. Unless sufficient cardboard is sent to recycling centres to be used to make new boxes, paper manufacturers may need to use more timber.

12 brilliant ways to reuse cardboard boxes

And finally, just for fun, [Family Handyman](#) suggests what you could do with your corrugated packaging if you don't put it immediately in the recycle bin! There are ideas for the children, for the DIY expert and even your cat!

Weedon

Group

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