

Gold at Annual POPAI Awards



Tesco Account Director, Sophie Bennett, and Weedon PSC Managing Director, John Weedon, (centre) receiving the Gold Award from the prize's sponsor (left) and Louise Minchin (right).

Weedon PSC beat off strong competition to win a Gold Award from POPAI (Point-of-Purchase Advertising International), the global trade association for those involved in retail marketing.

The award was announced at the 12th annual POPAI Awards dinner at the Lancaster London Hotel in October, hosted by journalist and news presenter, Louise Minchin, and attended by over 450 industry professionals. The prize was awarded in the category 'Grocery, Convenience & General Merchandise – Temporary Display' for a Wine of the Month display developed for Tesco Stores.

The displays were intended to celebrate and raise consumer awareness of the award-winning success of Tesco's 'top tiered' branded and sparkling wines in a competitive market sector, with the aim of increasing sales at key promotional periods of the year. The display also enabled multi-site location within store to promote the product 'off shelf' and away from 'normal' in-store destinations/fixtures. It was designed to strict supply chain and store guidelines, yet at the same time attracted consumers' attention with striking graphic areas highlighting the awards Tesco's wines have achieved.

We produced 882 units for Tesco, all of which were successfully delivered in two waves into distribution centres to ship through the

supply chain. The displays performed well both in transit and during implementation and boosted sales effectively in-store, with a 27% uplift in sales on day 1 of the first promotion for the Finest Marlborough Sauvignon Blanc. The second promotion, for Tesco's Finest Prosecco, recorded a 35% value increase and a 23% higher volume increase compared with the same week last year, despite the fact that the wine was £1 dearer this year.

A Tesco representative said:

"The units look fantastic in-store and we are seeing strong results in the first weeks of sales – impressive as well, considering the higher price point as last year the Prosecco was on offer at £7 versus £8 this year. The project has been an overwhelming success, one which I am keen to repeat every period."

John Weedon, Managing Director of Weedon PSC, commented:

"We were up against some of the market leaders in temporary display and are delighted that we came away with Gold. This shows what an independent Point of Sale manufacturer can do. We pride ourselves on going the extra mile for our customers and in finding the very best solution to their retail marketing problems."

Gold at Annual POPAI Awards

New Die-cutter for Large-format eCommerce Packaging

Design Focus
Putting the Wow! into eCommerce Packaging

What's New
Dressing up Ted Baker Packaging

Supporting Local Charities

An Audience with Adam Tricklebank

Looking Back on 2018

Christmas Shoebox Appeal

Our winning display was a co-packed, three-shelf display unit for bottles of white wine or Prosecco, designed to sit off-shelf, on a black quarter (QTR) plastic pallet.



"With our Wine of the Month display for Tesco, our design team came up with a clever use of shape to make the unit interesting and attractive to shoppers."

"The POPAI Awards celebrate creativity, innovation and excellence in-store and throughout the shopper experience. Winning a POPAI Award is highly prized by industry clients and suppliers alike."

New Die-cutter for Large-format eCommerce Packaging



As the UK's leading independent manufacturer of corrugated packaging, we have recently invested in a new Century large-format die-cutter to meet demand from the growing eCommerce market, specifically for packaging for multiple online purchases.

Our new die-cutter is a flat-bed machine which cuts large sheets. It also fully strips as it cuts, making it quicker and more efficient. The machine is now operational at our factory in Hednesford, Staffordshire, increasing our die-cutting capacity by 33%.

Earlier this year, we became the first independent corrugated manufacturer in the UK to invest in a high-speed, state-of-the-art taping machine which has enabled us to offer more choice and bespoke designs for eCommerce packaging. Our customers can have their sealing tape (ripper-tape, double-sided tape and/or 'peel & seal') applied to corrugated packaging on either the flat sheet or the finished box, anywhere on the box. Among other benefits, this leaves a loose end of 'peel & seal' tape, increasing the ease and speed at which boxes can be made up.

Group Operations Director Peter Weedon commented:

"As consumers turn increasingly from in-store shopping to online, we have been gearing up to meet the challenges of eCommerce with investment in new equipment.

"Online retail requires a different style of packaging, with high quality printing inside the box to deliver the Wow! factor when it is opened, and easy sealing and resealing for returns. Our new taping machine equipped us for this process.

"Now our new die-cutter enables us to produce larger packaging for multiple purchases, with all the features we have developed for the packaging of smaller items which are to be sent through the post."



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.

Putting the Wow! into eCommerce Packaging

A Case Study for Beauty Bay



Customer Profile

Originally launched in 1999, selling fragrances from big brand names over the Internet, Beauty Bay has gone from strength to strength in line with the rising popularity of online shopping. The Beauty Bay product range now also includes skin care, make-up and hair-care products from the best UK and international brands.

Exclusively an eCommerce operation, Beauty Bay is constantly selling and shipping out products to customers 24/7/365.

The Problem

Beauty Bay's postal packaging comprised brown transit boxes, simply printed on the outside. The image this created was not appropriate to products designed to excite

customers and make them feel good. Beauty Bay needed attractive packaging to deliver a similar experience to shopping in-store.

In addition, the company was looking for packaging that would reduce packing times and was also sufficiently robust to withstand shipment anywhere around the world.

The Solution

A range of five boxes in different sizes to take the full range of Beauty Bay products, including multiple purchases.

- Stunning graphics inside the box to deliver the Wow! factor on opening.
- Clever structural design for a package that is quick and easy to assemble but also strong and durable for shipping in a global marketplace.
- 'Peel & seal' tape to simplify returns.
- The use of Less-flute, our own environmentally-friendly, economical board grades which are thinner, but as strong as traditional board grades, and which offer a better surface for printing, thereby improving the appearance of the finished product.

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



What's New

Dressing up Ted Baker Packaging

To date, most of our online retail packaging has been produced at the Weedon PSC factory in Hednesford. But last month Weedon Corrugated Products in Manchester also jumped on the eCommerce bandwagon, landing a new contract for Ted Baker, the luxury clothing retail company.

We responded quickly, turning the job around in about a week, to help Ted Baker with a quick fix to meet unprecedented Christmas demand. The company had identified the sudden need for eCommerce packaging large enough to deal with multiple orders, and we designed a new transit-style box with the Ted Baker logo on the side for larger packages.

In the New Year, we look forward to working with Ted Baker on the development of a range of specialist eCommerce packaging for larger parcels.



Supporting Local Charities

Each year, our staff in Hednesford select a number of charities to support. In 2019, these will be the Royal National Lifeboat Institute (RNLI), Barnardo's, St Giles Hospice in Whittington near Lichfield and the Midlands Air Ambulance Service.

Throughout 2019, we will organise a variety of fundraising events. In addition, many of our customers donate products for sale or raffle to raise funds for these worthwhile causes.

In 2018, we raised about £2000 to support the RNLI, Barnados and St Giles Hospice.

An Audience with...

Adam Tricklebank, Creative Artworker, i2i europe



concept was used in the final production, so it was a great result – with minimal amends!

Q) How long have you been with i2i europe and what is your role?

A) I've worked for the Weedon Group for eight and a half years. I started out with Weedon PSC, working in the Reprographics department with Tony Williams, and after about two years I moved to i2i europe, taking Reprographics with me to merge it into i2i's operations. My knowledge and skill set have increased vastly in all things artwork-related since being part of the i2i team. My current role includes creative artwork, Point of Sale artwork, 3D visualisation and reprographics.

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

A) I really enjoy the creative aspect of my work – constantly challenging myself to produce new and fresh ideas, striving to win new business for the Weedon Group. I also like producing 3D visuals, finding ways to improve the quality of our output. The nerd in me also enjoys reprographics, which is the more technical aspect of my role.

Q) What was your involvement in the recent Tesco Wine of the Month project which won Weedon PSC a Gold POPAI award?

A) I was lead creative, and I came up with the conceptual artworks along with unit shapes and structures. From this I created 3D visuals for three concepts, which were submitted as a part of a presentation to Tesco for their consideration. They picked one of the three, from which we – the i2i design and studio teams, myself included – worked together to produce the production files that ended up in store with huge success. Around 80% of the creative

Q) How does it feel to win a POPAI award?

A) Obviously it's a huge (and awesome) achievement for the company and for everyone involved with the project. For me it's a very proud moment (...and something to brag about, of course!), knowing I had a big part to play in winning the award. Hopefully there will be many more awards to follow!

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

A) Outside of work, a good day would be spent stood in a muddy field, holding a lukewarm beer, watching a dirty heavy metal band.

In work, a good day for me would be getting my teeth sunk into a large creative project. Coca Cola has been my most recent project and it's been a lot of fun – with, so far, great feedback from the customer. A very good day would be creative work securing new business for the Group – and maybe winning an award or two!

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

A) Music is my passion. I play bass guitar in a Black Metal band, so a lot of my time is spent rehearsing, playing gigs and (currently) promoting my band's new release. If I'm not playing gigs, I'm attending them, so I'll probably be deaf in a few years!

Beyond my attempt to be a rock star, I love watching the NFL. I am a Miami Dolphins fan, so all Ace Ventura references are welcome! I also enjoy astronomy and astrophotography – I have far too many pictures of the moon on my Instagram account!

Looking Back on 2018

Group MD John Weedon writes:

As 2018 draws to a close, it is a good time to look back on the last 12 months and to take stock. It certainly has been a busy year, as we, as a Group, seized the opportunities of new trends in the corrugated market.

Throughout 2018, the trade press was dominated by the growth of eCommerce and the consequent decline in High Street sales. With our expertise in retailer requirements related to the Retail Ready Packaging and Point of Sale display markets and both graphic and structural design resources in i2i europe to complement our manufacturing operations, the Weedon Group is ideally placed to meet the demand for packaging for online retail. So we invested heavily in new equipment to increase our capability in this area.

We became the first independent corrugated manufacturer in the UK to acquire a high-speed, state-of-the-art taping machine, which gives us a significant competitive edge in the production of innovative postal packaging. Our in-house designers underwent training to meet the challenges presented by this new type of packaging, and the year has ended with investment in a new die-cutter to enable us to produce larger format online retail packaging more efficiently.

We completed a major restructuring of our factory at Hednesford to accommodate all this new equipment, to improve efficiency and increase capacity.

In addition, in the middle of the year, we installed a new casemaker at Weedon Corrugated Products in Manchester, to boost our production of shelf-ready packaging and transit cases for the eCommerce and export markets.

Our management team was strengthened with the arrival of new senior personnel, who have brought with them additional expertise in planning and commercial and customer services. We are delighted that our new teams are working well together, enhancing our efficiency.

Finally, at the back-end of the year, our work was recognised with a POPAI Gold award for a display unit we developed for Tesco wines. We beat off strong competition to win this prestigious prize, proving once again that smaller, independent corrugated manufacturers have as much to offer as giant multi-national companies – and, in terms of service, we think considerably more! During 2018 we gained numerous new customers who have deserted their previous, larger suppliers in favour of the more personalised service we, as an independent manufacturer, are able to provide.

We are looking forward to a prosperous and productive 2019!

Christmas Shoebox Appeal



Every year, in association with Manchester Street Angels, Ruth Hannah from our Internal Sales office in Manchester collects shoeboxes for the city's homeless and less fortunate. The boxes are packed with useful items such as toiletries, a torch, chocolate and sweets, and hats, gloves and scarves.

Ruth has been involved with this charity for nearly ten years, collecting over 500 boxes some years. She enlists the help of the local community and collects from businesses in the Greater Manchester area which help year on year, making the project a great success.

Ruth opens her home as a drop-off point for people to call by and makes collections herself. She then co-ordinates with Lifeshare and other shelters in Manchester in time for the shoeboxes to be distributed for Christmas Day.

Any donations to this project would be very welcome. Please contact [Ruth](#) to arrange drop-off or collection.



Standing in Weedon PSC's reception and spreading a little Christmas cheer is a four-foot-tall gingerbread house. Made entirely from corrugated board, the structure has been designed and built by our Design team – using the expertise that is usually applied to the production of printed mock-ups of Point of Sale displays for our customers.

Flatten it!

A [fun video](#) from the European Federation of Corrugated Board Manufacturers (FEFCO) urges us all to flatten, tear and demolish cardboard boxes before disposing of them, to get more into the recycling bin.

Weedon

Group

Weedon Group Ltd, Anglesey House, Anglesey Business Park, Littleworth Road, Hednesford, Staffordshire WS12 1NR
Telephone: 01543 423838 Email: peaceofmind@weedonpsc.com

Weedon

Packaging Solutions Centre
www.weedonpsc.com

i2ieurope

Creative Solutions
www.i2ieurope.com

Weedon

Corrugated Products
www.weedoncp.com