

Can You Smell the Strawberries?

When Coca Cola was due to launch its new Twisted Strawberry flavour Diet Coke in the UK in January, the company came to us for its Point of Sale (POS) displays.

Coca Cola wanted something special for its new flavour and its brief was complex. Most significantly, they wanted the flavour of strawberries to permeate their displays as well as their product!

To ensure that customers pick up the scent of strawberries when passing the POS displays in-store, we worked with our ink suppliers, Earthinks®, to develop a unique strawberry-scented ink, using aromatic essence imported from Japan. The ink also offers all the other benefits of Earthinks: they are environmentally friendly, water-based products made from up to 80% natural materials, with improved colour consistency over long runs due to their unique pH-independent technology.

The first in a range of new flavours being introduced to the market by Coca Cola, the Twisted Strawberry drink was to be launched exclusively in Tesco stores. We had to produce designs for three different types of POS unit to suit the different types and sizes of stores, with units to hold both individual and large bottles. For both Tesco stores and their Express format we supplied pre-filled merchandising units and Quarter pallets. For mega stores, the product was sold side by side with normal diet Coke on split pallet units assembled by merchandisers. We had to maintain brand and campaign consistency across the different unit styles.

The displays also had to reflect the fact that Twisted Strawberry Diet Coke is bubbly in character, fun and youthful, and appeals predominantly to a younger female market. So we developed an eye-catching design with transparent pink bubbles.

We presented Coca Cola with various design options. The units they chose contributed to a very successful product launch and now attract customers in Tesco stores around the UK.



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New Video Launched



Our new Group video was released in January. Intended for both existing and potential new customers, this short film introduces the Weedon Group and its five key areas of work: creative & retail services, transit packaging, Retail Ready Packaging (RRP), Point of Sale (POS) and packaging for eCommerce.

The video uses a distinctive, quirky style which Managing Director John Weedon says reflects the individuality of the Group:

"As an independent, family-run business, the Weedon Group has always been a little bit different. In a market which today is dominated by large multi-nationals, we steer a different path. We offer a more personal approach. We take time to listen to our customers, and we have the flexibility to adapt to their individual needs. We hope our video will amuse our existing customers and catch the eye of potential new customers."

The new video can be viewed at:
www.weedongroup.com.



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.

Sending Food Products through the Post

A Case Study for the Prime Bar Company

Customer Profile

Based in West Yorkshire, the Prime Bar Company was set up in 2016 to fill a gap in the snacks market. As an alternative to sweet energy and protein snacks, the company manufactures Prime, a savoury protein bar made with organic grass-fed beef, fruits and spices. The product is being sold exclusively online.

The Problem

- To despatch sample packs of Prime, the company was looking for new postal packaging to replace its existing plain brown box. They wanted a more attractive up-market look in keeping with the ethos of their product as a unique, healthy snack option made from the best ingredients.
- The sample pack contains six Prime bars but must still fit through a letterbox.
- The package also had to be securely fastened for shipment, with tamper-evident protection, and be easy to open upon receipt.
- Streamlining the structural design, with the removal of all unnecessary packaging, to ensure the package will fit through a letterbox.
- The use of a tamper-evident seal so that the box cannot be opened in transit. To maintain the integrity of the seal despite the thinness of the package, we took it over the front of the case, sealing it to the underside.
- The application of peel-and-seal tape to make the package secure during transit.
- Perforations to ensure it can be opened quickly and easily by the recipient.

The Solution

- A striking litho-laminated carton with high quality printing to enhance the brand image.

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



New Fork Trucks

We have recently upgraded our fleet of fork lifts, taking delivery of seven new CAT trucks at our Weedon Corrugated Products factory in Audenshaw, Manchester.

Within the Weedon Group, we recognise our responsibility to preserve, conserve and sustain the world we live in, both today and for the future. The decision to replace our fork lifts was prompted in large part by a desire to improve our carbon footprint – we have switched from diesel to LPG. The trucks have three-way catalytic converters which produce zero emissions, making them safer for the environment, safer to work in and safer for food packaging.

The new fork trucks include all the latest safety features including two-way cameras which identify the driver. There is also a proximity light zone to keep pedestrians at a safe distance from the trucks. In the unlikely event of an impact, the trucks are fitted with impact detection systems which send an instant notification to a manager.

The driver monitoring system includes a safety pre-check on each truck every day before the engine can be switched on and all drivers have individual key assigned to them.

We have also bought two clamps to manoeuvre large reels of paper around the factory and one of the trucks has an attachment to adjust the width of the forks and change their angle for the safe removal of waste bales.



Paul McCormack, Production Director at Weedon Corrugated Products, pictured (left) with Peter Wilson, Area Sales Manager from Impact Handling which provided the trucks.



What's New

A Smarty New Unit for Pladis

We have recently developed a smart new floor-standing Point of Sale (POS) display unit for Pladis Global, one of the fastest growing snacking companies in the world.

Previously, implementation of the company's POS stands in-store was a time-consuming and inefficient process, with a merchandiser delivering small shelf units to stores and erecting them.

Instead we proposed a couple of options including a four-shelf Smarty instantaneous pop-up design. POS display units in the innovative Smarty range are amazingly quick to assemble, going up automatically (typically in under 3 seconds). This dramatically reduces in-store implementation times (and costs!) compared with traditional floor stand designs. Smarty stands are also eye-catching and extremely strong.

The speed with which Smarty displays can be erected appealed immediately to Pladis. Easy for the merchandiser to implement, it means

more stores can be covered in less time, with less margin for error.

In the course of developing these stands for Pladis, we had to overcome a number of technical challenges. For example, each merchandiser usually took five units at a time in a polythene bag to distribute in stores. However, the pop-up nature of the Smarty design means that the unit has to remain flat until implemented in-store. So that multiple stands can be delivered at the same time, our design team devised a restraining mechanism to prevent the units activating before implementation. The application of ripper-tape to a tag at the back of each shelf seals the unit flat until it is needed, when the ripper-tape can be opened and the unit pops up.

Weedon PSC has rights in the UK and Ireland to manufacture the patented Smarty range including shelf and floor stands and promotional displays, both generic designs and made to order.



An Audience with...

**Ruth Hannah, Merchant Sales Co-ordinator,
Weedon Corrugated Products**

a problem, how well you communicate and how you find a solution for them.

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

A) I think that we are very accommodating when we have customers under pressure themselves for stock. We have the capability to be flexible in lead times and can supply upon demand. We are outstanding at fulfilling orders at short notice – our production team seems to manage to keep things very fluid, managing changes in the production plan to accommodate such situations so that we keep our customers happy.

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

A) I would have to say the work of our design teams. They are very impressive. I really admire the bespoke work they do in achieving creative and innovative Point of Sale displays.

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

A) The wave of bad press that plastic packaging is receiving can only be a positive

move for our industry. A big rethink on sustainable packaging is well underway with bold statements from some supermarket giants on their plans for 2019. They are making pledges and already implementing changes, and the Weedon Group is well placed to meet this changing demand with packaging that is recyclable and sustainable. As a result, I think the future is very bright for us.

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

A) I get a real sense of achievement with every order fulfilled on time, in seeing accounts go from strength to strength and in meeting my targets. It is also very satisfying when you get a good day collectively as a team.

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

A) Holidays! Now our son is grown up, my husband and I are planning trips that are geared to what we want to do and see. We have just returned from New York City, Boston and Washington, where we had a wonderful time. We love our weekends, socialising with friends or on nice walks that end up in a lovely countryside pub!

Q) How long have you been with the Weedon Group?

A) I joined the Group last September and have responsibility for internal sales from merchant customers. I am the contact for all Weedon Corrugated Products merchant accounts.

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

A) I really enjoy building great relationships with my customers. I feel challenged when these customers demand my immediate attention, and I have to be very responsive in order to close a sale. I thrive under pressure. It's often how you deal with people in times of difficulty that results in a better relationship, as customers tend to remember how you handle

Running for Barnardo's



Group Operations Director, Peter Weedon, writes about a cause dear to his heart:

"In my lifetime I don't think there has ever been a time when children have been more vulnerable to the world surrounding them than today. I hope that most people reading this will take comfort from the fact that their children were brought up in a safe and loving environment. However, you only need to read the news or watch TV to know that this is far from the case for many children in the UK and further afield.

"Barnardo's works to provide vulnerable children with a safer environment and the charity works directly with children to help them turn their own lives around. Some of the results that they achieve are truly inspirational. It is a charity that I have supported for some time and, with the support of others, I would love to do more.

"About eighteen months ago I found myself sitting in Derby hospital and realised that I needed to get a bit of a grip on my health – either that or get used to hospital food! I set myself a target that, within six months, I would run 2 miles. Well, last year I proudly completed two half marathons, with my two daughters each running one with me.

"This year I have a place in the London Marathon on 28 April as part of 'Team Barnardo's'. Training started on 2 January and will entail 250 miles of running before the day of the race. Knowing that this effort will help such an amazing charity as Barnardo's gives me such motivation and, if you would also like to support Barnardo's via my race, please follow the link to donate at: <https://uk.virginmoneygiving.com/fundraiser-display/showROFundraiserPage?userUrl=peterweedon&pageUrl=1>"

Live Chat



In the Weedon Group, we believe in giving our customers choice. So earlier this month, we trialled Live Chat on our website, with a member of our team on hand to answer online enquiries in a fast, reliable service, day or night, seven days a week.

Live Chat is a prompt, convenient way for our customers to obtain information and offers them a choice in how to communicate with us. It also gives them the freedom to multitask, providing minimal disruption in their busy day.

Live Chat has proved very successful and we have decided to make it a permanent feature.

Industry Insight

New Guidelines Support Paper-based Packaging

The Confederation of Paper Industries (CPI), in conjunction with the Waste & Resources Action Programme (WRAP), has launched new recycling guidelines that will help retailers and brands specify and design packaging that can be reprocessed effectively in paper mills.

These guidelines, 'Design for the Future: Paper and Board Packaging Recyclability Guidelines', have been developed after broad consultation with the packaging supply chain. They are intended to give clarity to retailers and specifiers about what the UK Paper Industry considers readily recyclable.

The new guidelines are necessary because of developments in paper manufacture with the addition of other materials for specific purposes, which can sometimes make recycling a challenge. The guidelines should make it easier for designers and specifiers to identify materials in the paper they are using, lead to the optimisation of both the quality and quantity of materials being recycled at paper mills and help create impetus for future

technological development in paper packaging materials.

A [summary of the CPI reference document](#) is available from the CPI and [summary guidance](#) is available from WRAP.

The key messages of the guidelines include:

- Designers should minimise plastic content
 - A tear-off facility should be provided for plastic facings where possible, with consumers encouraged to use them
 - Two-sided laminates such as beverage cartons and hard-to-recycle coffee cups can be recycled and should be collected and reprocessed separately
 - The use of metallised films and laminates should be restricted
 - Water-soluble adhesives should be chosen and the quantities of glues and adhesives used in manufacturing should be optimised
 - The use of waxed or wax-coated papers and siliconised papers should be minimised.
- There are also specific recommendations on food contamination.

Weedon

Group

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