

Productivity Up, Thanks to New Casemaker



It is twelve months since we installed our new state-of-the-art Jing Chang casemaker at Weedon Corrugated Products in Audenshaw, Manchester, and we are delighted with the results. We have had a 30% uplift in productivity of shelf ready packaging and transit cases – and we are expecting a further 15% increase in the next few months.

The casemaker is a three-colour flexo machine, capable of high quality printing and with a rotary die-cutter attached. We have also recently fitted a new glue detection system, which guarantees all boxes will be glued accurately.

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

“Investment in the casemaker has enabled us to boost production to meet growing customer demand, especially from eCommerce and export markets.

“In particular, we are now running work that we could not do satisfactorily before because of its print or quality requirements. We can now run gloss flexo-printed packaging using vacuum transfer technology and close register three-colour flexo print.”

ePackaging All Stitched Up

In May, Stitch Fix, the successful US-based online personal styling service, launched its new European division – using packaging designed and produced by Weedon PSC.

Stitch Fix came to us for a range of eCommerce packaging for their clothes, which reflects the company’s style, appeals to its fashion-conscious customers and recreates the Wow! factor when the package is opened.

We developed bespoke postal packaging with printing inside the box as well as outside, to enhance the shopper’s experience when opening the box. The packaging is sufficiently

robust to survive delivery throughout the length and breadth of Europe, and comes in a range of sizes, with complimentary designs for men’s and women’s items.



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New Digital Marketing Campaign

We are launching a digital marketing campaign for the whole Weedon Group to promote and extend our business. This will involve advertising on social media platforms such as LinkedIn, Instagram, Facebook, Google and Twitter.

Working in conjunction with our PR, telemarketing and digital marketing partners, we will be focusing on specific products and geographical areas and targeting both existing customers as well as companies which have been identified as potential customers. Our strategy will also include email marketing and website developments to support the campaign.



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.



Universal Fruit Trays

A Case Study for Westpak

Customer Profile

Westpak supplies specialist packaging for fresh produce for supermarkets. From its warehouse facilities in Kent and the West Midlands, the company delivers to every part of the United Kingdom, to mainland Europe and beyond.

The Problem

- The unpredictability of summer weather means that fruit and vegetable harvesting can sometimes be erratic. When there is a sudden glut, pack houses need boxes quickly – very quickly – if they are to get produce packed and delivered to store before it spoils.

The standard boxes usually used by pack houses arrive flat and are assembled on a tray-erector. However, this machine cannot run fast enough to keep up with the pace of packing when there is a sudden glut. Westpak therefore needed fast-erect boxes that can be assembled by hand more quickly than the erector can manage.

- The boxes also need to be robust enough to survive packing (and rough handling) in the field, and sufficiently strong to be stacked on pallets in bulk.

The Solution

A range of corrugated cardboard fruit trays in a choice of sizes for different types of fruit or vegetable.

- Quick and easy to assemble to accelerate field-to-store time.
- One standard graphic design suitable for different types of produce, to minimise production time and expense when the produce to be harvested cannot be predicted.
- Manufactured from EL corrugated board, which is strong, robust, easily recycled and made from sustainable board.
- This type of corrugated board also provides a good surface for high quality printing to enhance the company's branding.

Read our other [case studies](#).

RRP in a Hurry

From Kitchen Table to Delivery in Under 3 Weeks

If you want proof that some of our staff eat, breathe and sleep packaging, you need look no further than Matt Bailey, Business Development Manager at Weedon PSC!

One evening, Matt's wife, Sorina, was at home, chatting with her good friend, Emma Morris. Emma was talking about her husband's business – Arwyn Morris and his partner, Ramos Vernys, together run Trailhead Fine Foods in Welshpool. The company produces 'Get Jerky', handmade, artisan jerky made from Welsh beef and marinated in their own innovative home-made recipes.

So far, Trailhead had been selling online and to pubs and clubs. But, seeking to capitalise on the growing trend for the consumption of high protein snacks such as jerky and biltong, Trailhead were looking to raise their profile and eventually to market their product in supermarkets. Emma was describing the problems they were having finding suitable Retail Ready Packaging (RRP) to make an impact on the shelf, and time was running out – they planned to showcase their product at meet-the-buyer events at Taste Wales 2019, a major trade event and conference at the Celtic Manor Hotel in Newport in March –

in just 3 weeks' time!

Listening in, Matt's ears pricked up. Emma had forgotten that he worked for a company that could help.

Weedon PSC immediately moved into action. Our design team came up with some attractive designs and provided samples to help Arwyn and Ramos decide. The chosen design, which is suitable for both pubs and supermarkets, has a crashlock, glued base, making the box quick to assemble, speeding up the packing process.

The complete packaging solution provided within the Weedon Group streamlines design and production. As a result, we could design, produce and deliver Trailhead's new RRP within their three-week deadline.

We even overcame a temporary problem for Trailhead, using an internal insert to raise the packets higher within the shelf-ready pack so they are better displayed, until Trailhead can adjust their primary packaging to achieve more visibility. Trailhead were delighted with the final result, and particularly that we delivered so fast. It's good to know we can be there for our friends!



What's New

Getting M&S Ready for Wimbledon

We have recently designed and produced a first for Marks & Spencer – their first ever pre-filled quarter pallet merchandising unit.

The shippers hold bottles of Lanson Black Label champagne. M&S chose the pre-filled option because they felt it would guarantee the safety of this valuable product more effectively than delivering stock and merchandising units separately, followed by sending in merchandisers to implement the displays.

The new units were designed for Lanson by i2i europe and manufactured and co-packed at Weedon PSC. Weedon PSC also controlled all the supply chain requirements including

transport and delivery to M&S distribution centres. The bottles are being sold with a commemorative cooling sleeve and were launched in M&S stores around the country in June in time for Wimbledon.



An Audience with...

Leanne Upchurch,
Head of Trade Sales

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

A) I don't think the environmental focus will be going away anytime soon. There is more and more pressure on us to replace plastic with paper. eCommerce packaging is also a very big focus for us in the Weedon Group and we are working hard with our distributors to come up with new solutions. Home food deliveries, including ready meals and recipe packs, is also a huge growth area for the UK market.

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

A) When you get that order that you've been working on for months!

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

A) Going away in our caravan (as part of our 'Happy Campers' Group) and spending time with my family – that time is precious. I have three children, two dogs and a bearded dragon who keep me very busy! I am extremely keen on fitness (if not a little too much) and teach a couple of classes throughout the week. I also enjoy dancing, running, cycling in warmer climates and climbing up mountains – when I get time!

Q) What do you enjoy most about your work?

A) I have been working with the Weedon Group for six months as Head of Trade Sales. This is a great business to be part of. I love working with our distributors in helping them to achieve their goals – and in return achieving mine! The most challenging part is remembering all our capabilities as a group – the list goes on and on and there's not a lot we can't do!

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

A) We are one of a very few independent manufacturers left in the UK who can fulfil all of our customers' needs, right through from the design stage to delivery, with exceptional customer service and support along the way.

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

A) Our amazing structural and studio design work. There's nothing they can't achieve. They are certainly innovative and can always find the right solution to meet our customers' needs.

Running for Unique

For many months, Quinn, the younger daughter of Nick Nutter, our production planner at Weedon Corrugated Products, caused concern over her lack of growth. After numerous tests, Quinn was diagnosed with 1q21.1 microdeletion, a very rare genetic condition in which a tiny piece is missing from one of the body's 46 chromosomes. This can affect learning, and may cause behaviour and mental health problems as well as physical abnormalities. Subsequent tests revealed that Nick's 10-year-old daughter, Peyton, also has the disease, although she is not showing symptoms and thankfully today Quinn, now 2, is developing well.

Throughout this difficult time, Nick and his wife, Jen, were helped by Unique, a small charity which supports, informs and networks with families living with a rare chromosome

disorder or gene disorder associated with learning disability or developmental delay.

On 19 May, Nick ran the Manchester 10k to raise awareness about his daughters' disease and to earn sponsorship to support the work of Unique. When he began training in January, his goal was to finish the race in around 60 minutes, and he established a rigorous training programme in the 16 weeks leading up to the event. The training paid off on the day, as he completed the 10k in 47 minutes 29 seconds, achieving a personal best. He also far surpassed his sponsorship target of £250, raising £835 for Unique.

Since the race, Nick has continued to run every week. He is aiming at a half marathon next and eventually, one day, the London Marathon.



Unique

Nick Nutter with his daughters, Quinn (left) and Peyton.

ePac gets an Internet Boost



We have added a new [ePackaging section](#) to our Group website, showcasing our ePac range of packaging for online retail, which will make it easier for customers to see the different types of bespoke and off-the-shelf packaging that we offer specifically for eRetailers.

The new section includes separate pages for book wraps, twist wraps, mail boxes, conventional corrugated boxes and off-the shelf packaging, as well as some of the features which make the Weedon offering special, such as advanced taping options, sustainability and printing inside the box.

ePac is our own brand of corrugated packaging for the online retail market. It is robust enough to withstand several, possibly long, trips and many more touch-points than in-store retail and still arrive in pristine condition. ePac has been conceived specifically to help eRetailers to control costs, overcome practical challenges in the supply chain and impress consumers at the point of delivery.

To find out more about ePac, please contact our [eCommerce team](#).

Don't Stop Me Now

Group Operations Director, Peter Weedon, recently completed the London Marathon as a member of Team Barnardo's, despite damaging his Achilles tendon one month before the event. He writes:

"There was no going back, and I found myself on the starting line in April, one of 40,000 runners. My first mile run in a month went OK but I couldn't help but worry as to when the Achilles was going to give up. I was encouraged by a couple of lads that I had coached at rugby, cheering from the crowds lining the route – just the lift I needed. But then I hit other runners, going in the opposite direction! They were four miles from home – I had fourteen still to go. Headphones in – head down. A few glimpses of my family cheering me from the sidelines were a massive help. But my energy was starting to drain and was only lifted again by the noise of

the crowd. One distinct memory was the sound playing from a speaker of Queen's hit, "Don't stop me now".

"I was distracted by the sight of paramedics attending a runner who had collapsed, and numerous runners receiving physio attention by the side of the road. I was spent – I hit the wall. I don't remember a great deal of the last four miles – just crowds of people cheering us on. Head down, I passed that finish line in under 5 hours (4 hours 52 minutes), having raised, most amazingly, £3320 for Barnardo's. To make the moment even more special, my daughter, Joanna, also finished the race with an amazing time of just over 4 hours!

"I would like to say a massive thank you to everyone who sponsored and supported me in this venture. I wouldn't have missed doing it for the world... honest."

Industry Insight

Corrugated LCA shows substantial environmental progress

The European Federation of Corrugated Board Manufacturers (FEFCO) and (Cepi Container Board (CCB) have released the new 'European Database for Corrugated Board Life Cycle Studies'. This ninth 2018 report shows substantial improvements and demonstrates the efforts made by the European corrugated industry and its paper suppliers to lower their impact on the environment.

As experience grows and Life Cycle Analysis (LCA) methodologies evolve, opportunities to improve the quality of the collected and presented data are identified and implemented. This has led to a new calculation of the CO₂ emissions, moving away from the previous cradle-to-gate approach focusing on fossil emissions to the cradle-to-grave approach providing the overall carbon impact. If we were to calculate the 2018 carbon impact of corrugated packaging using the same methodology as applied in those previous iterations, then the result would show an 11% improvement for 2018 compared with 2015.

In addition, since the last report in 2015, results per ton of corrugated boxes show:

- a 12% reduction in fossil fuel consumption at production sites

- a 40% decrease in emissions of particulates to air at production sites
- a 538kg CO₂ cradle-to-grave carbon impact.

Corrugated Packaging to 2023

According to a report by [Smithers Pira](#), eCommerce will be a significant and high-growth opportunity for the corrugated packaging market to 2023. 'The Future of Corrugated Packaging to 2023' report says that eCommerce retail sales have continued to show growth, despite the economic slowdown over the past few years, and that corrugated board has emerged as a favoured choice for eCommerce packaging. It is now estimated that upwards of \$20 billion worth of corrugated materials is used in this sector as a whole and the figure is expected to grow to almost \$55 billion in 2022.

Addressing this fast-changing market will require corrugated packaging suppliers, and the overall packaging supply chain, to meet new (and in some cases, still developing) requirements.

Meanwhile the advent of eCommerce, especially in the grocery sector, is expected to have a slight negative impact on Retail Ready Packaging (RRP) usage.

Weedon

Group

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