

## i2i europe to Oversee All the Co-Op's Own Brand Store Delivery Packaging



i2i europe, the creative services arm of the Weedon Group, has been appointed to support the Co-op in updating all of its own brand store packaging in a major transformation programme over the next few years.

We will produce all the own brand artwork for both Retail Ready Packaging (RRP) and outer cases for the Co-op's suppliers, overseeing the use of corrugated store delivery packaging and driving consistency of colour and branding. In addition, we will improve the structural design of the packaging.

A focused i2i RRP team and a cross-functional stakeholder team within the Co-op's head office in Manchester will work together with the retailer's own brand suppliers to update their corrugated packaging in line with the Co-op's recently updated Retail Ready & Corrugated Outer Cases Supplier Guide and the retailer's corporate sustainability goals.

Using our expertise in packaging reduction, we will also help suppliers to eradicate unnecessary packaging and replace single-trip plastic wherever possible with alternative paper-based materials, thus reducing any lasting environmental impact.

The Co-op is the UK's sixth biggest food retailer with more than 2,500 local, convenience and medium-sized stores.

Our creative designers in i2i europe have expertise in brand development services, both graphic and structural design for primary, secondary and tertiary packaging, as well as Point of Sale (POS) and display materials, production services, supply chain efficiency and retailer own label packaging requirements.

John Weedon, Managing Director of i2i europe and the Weedon Group, commented:

"We will operate within a defined 'total support' plan of the Co-op's new brand image on their store delivery packaging, supporting the Co-op in its implementation and ensuring brand consistency on the shelf.

"But we have been given a multi-faceted remit. Through our experience of working with major brand-owners and retailers, i2i europe has unique expertise in retailer requirements and the extended flow of goods from supplier to consumer.

"So, in addition, the long-term aim is to work with the Co-op's Value Chain team and suppliers on key strategic projects to help maximise value and reduce costs, while ensuring that their packaging is more environmentally friendly and enhances the Co-op's brand and product quality.

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"We have been appointed initially for two years and are confident that, in this time, the Co-op's store delivery packaging formats will emerge as one of the leaders in the field of RRP."

Brooke Fletcher, Strategic Design Manager – Own Brand at the Co-operative Group, added:

"Brian Gibbs and his team at i2i have been great to work with. They've understood exactly what we're trying to achieve and offered invaluable technical and creative support. We look forward to embedding our new guidelines and standards and creating an all-round improved experience for colleagues and customers."



# 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.

## Bespoke ePackaging

### A Case Study for DPS Digital

#### Customer Profile

Based in Sleaford in Lincolnshire, DPS Digital produces a range of printed products and other promotional materials including posters, printed canvases and business stationery.

#### The Problem

The company needed a box to send hexagonal canvas prints to customers through the post and via courier. They were looking for a basic hinged-lid corrugated box.

#### The Solution

Since transporting through the post could easily damage a canvas print, we suggested a bespoke solution for better protection.

- One-piece box for quick and easy assembly
- Integral fittings to hold the canvas in place with crush corners to protect the product during transit
- 'Peel & seal' tamper-evident tape for easy packing and sealing and to ensure security in transit

We made up samples for DPS to try. They were delighted with the results and placed an order for our one-piece design.

Our experienced structural design team has expert knowledge of materials and can find innovative engineering solutions for even the most demanding packaging problem. We also have an in-house testing facility so we can check that the materials we recommend will stand up to the demands they will face.



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

## Thinking Beyond the Box

The Confederation of Paper Industries (CPI) has launched the Beyond the Box campaign. The aim is to educate the UK about the sustainable credentials of corrugated cardboard, to inspire us all to take action and ultimately to re-shape our approach to packaging.

With a recycling rate of over 80%, corrugated cardboard has the best UK recycling record of any packaging material. In fact, through recycling, valuable paper fibres are reused again and again – between 7 and 9 times.

Research for Beyond the Box shows that two in three of us admit we are worried about packaging and the types of materials used to package our favourite products. Beyond the Box research also reveals that 36% of us admit to putting recycling in the domestic rubbish due to confusion about what can and cannot be recycled.

For tips on how to recycle effectively, visit the [Beyond the Box website](#).



As part of the Beyond the Box campaign, this corrugated cardboard sculpture depicting the Ancient Greek figure, Atlas, and his fabled globe was created on the banks of the Thames in London to mark Global Recycling Day 2019 (18 March).

Crafted from 420 layers of double flute corrugated cardboard, the impressive seven-foot, 80kg sculpture took 175 painstaking hours to create. A well-known symbol of Greek mythology, Atlas was responsible for bearing the weight of the world on his shoulders. The new cardboard creation was revealed as a stark reminder that this responsibility now rests with us all.

The unveiling of the sculpture coincided with new data which shows production of cardboard rose throughout 2018 as shoppers demanded sustainable packaging solutions in supermarkets, on the High Street and when buying online. During 2018, an additional 83 million square metres of cardboard were produced, compared with 2017. This equates to 29,000 Premiership football pitches-worth of extra cardboard!



# What's New

## Anti-mould Coating



Tiger Tim is the world's leading manufacturer of firelighters, supplying a vast range of products in customer own label and branded presentations. The company sells over 100 million units per year from its production plant in North Wales and exports all over the world.

But here lies their problem. As part of their manufacturing process, firelighters are packed warm, cooling off in transit. However, warmth combined with enclosed packaging creates an ideal environment for the growth of mould, particularly on a long journey to store. To ensure that customers as far away as Australia receive their firelighters in pristine condition, Tiger Tim needed to prevent the growth of mould while the products are in transit.

The solution, developed by our innovative design team, was to coat the board used to manufacture the secondary packaging with an anti-mould treatment, thus turning the basic corrugated board into a specialist packaging material. Applying the coating to the board as part of our packaging manufacturing process has minimised both production time and cost.

The coating we are using is one of the Earth Coatings range, available for the manufacture of corrugated packaging in the UK exclusively to Weedon PSC. These coatings are water-based and made from up to 80% natural materials, which significantly reduces their impact on the environment.

Not surprisingly, Tiger Tim has been delighted with this solution and the company is now using our anti-mould coating on all their secondary packaging.

We have many years' experience in the design and manufacture of coated corrugated packaging and a [wide range of coatings](#) is available for different purposes including moisture-repellent, anti-static, acrylic (for anti-slip or quick-release), non-slip and scented.

# An Audience with...

**Tony Williams,**  
Pre-operational/  
Quality Team  
Leader in i2i  
europe



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

A) I have been with the company since 1992. I am the 'behind the scenes man' for Print and Graphics, advising the sales team on how best we can print the jobs they bring in. We try to reduce the cost for our clients while still supplying them with quality packaging that sells their product off the shelf or online.

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

A) Every new enquiry is different, whether it is challenging graphics for the print process required or a new type of substrate to print on. They all bring opportunities to try something new. I love being involved in finding solutions to these problems.

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

A) We are an independent company with a very solutions-orientated approach to what we do. Innovation lives in what we do in the Weedon Group, and the team thrives on being able to run with new ideas.

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

A) Anything that removes one-use plastics from the supply chain. Retailers really are pushing to get away from using them and corrugated board can often provide a cost-effective and environmentally-friendly alternative.

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

A) It is already here – the growth in online shopping has been huge and it is only going to continue. eCommerce clients who sell online recognise the need for quality postal packing not only to protect their products in transit but also to sell their brand when the customer opens their parcel. Packaging can add value to a product by reminding the customer that it is a quality product.

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

A) Clients using our innovations and coming back for more!!

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

A) Spare time, what spare time? I am a massive Rugby Union fan and have been a Cornish Pirates supporter for around 15 years now. I also support Derby County as a football fan.

I am a governor of the Royal National Lifeboat Institution (RNLI) and spend time fund-raising for them. Lifeboat crews are the bravest, most modest people you will ever meet – everyday people who, at the drop of a hat, will rush to save you, even if it means putting their own lives at risk, and they are all volunteers. When I win the Lottery they will get the lion's share!

But the biggest user of my spare time these days is my three-year-old granddaughter. We even have the same birthday. She reminds me that there is more to life than just rugby and boxes!

# Charity Football Match



In his spare time, Tom Mellor, a Massenzana Operator at our Weedon Corrugated Products factory in Manchester, helps coach the youth team at a local football club, Ashton Curzon FC.

A couple of years ago one of the young players, Jimmy Gledhill, was diagnosed with an auto immune disorder, ITP, and every year the club organises a charity football match to raise funds for the ITP charity.

This year a Weedon XI accepted the challenge to take part in the competition and, on 21 September, our intrepid team took to the field.

It was a very close match, and we held our own until they brought Jimmy on in the last 15 minutes!

The final score was 4-3 to them – so nothing to be ashamed of and most of the team could still walk the next day! Most importantly, we raised £660 for the charity.

A challenge has now been issued to Hednesford, for a Manchester vs Hednesford charity match. Watch this space!

## Have Your Say – and Win a Voucher!

Those working at the coalface are often best-placed to see solutions to problems that might baffle management. So we have recently launched a new suggestion scheme at our Manchester factory to encourage ideas and interaction from the shop floor – and, if your idea is put into practice, you will win a gift voucher as a small thank you.



If you can see better ways to do things, new ways to make jobs more efficient, to improve run speeds and output or to increase profit, put your ideas in the suggestion box for a chance to win.

Two of our machine operators were winners in August. Craig Ford came up with the idea of applying silicone spray to the belts on the Jing Chang casemaker when running Claycoat jobs. This very cheap fix has increased our run speed by up to 100%. Previously we could only run at around 3000 boxes/hour because, at higher speeds, the friction off the belts pulled the ink away from the Claycoat. Now we can achieve just over 6000 boxes/hour! Craig's suggestion won him a £50 gift voucher.

The other August winner was Dave Reynolds, our Pallet Press Operator, who suggested installing electric dryers in the Gents toilets. Not only is this more environmentally friendly, but the move will save considerable money on the cost of paper towels. A modern hand dryer has now been installed which will pay for itself very quickly. Dave won a £15 voucher.

## Industry Insight

### Survey Finds Public Support for 'National Recycling Standard'

According to an article in [Packaging News](#), a new survey has found public support for a 'national recycling standard'. The UK-wide survey of over 6,000 respondents was commissioned by the Industry Council for Packaging and the Environment (INCPEN) and the Waste Resources Action Programme (WRAP) and is one of the world's largest public surveys into attitudes on food waste and packaging. The results reveal that the British public supports packaging that is 100% recyclable and is collected for recycling by councils.

The survey, conducted in 2018, shows that public understanding of the role and value of packaging in ensuring hygienic and unbroken delivery of products into homes is high, and that, over the previous six years, recognition of the need to reduce food waste and keep food fresher for longer has grown.

When asked to select up to five food issues that most concern them, 40% of respondents chose 'food waste' (ranking second, and an increase from 33% in 2012). Concern about the 'way that food products are packaged' rose from 16% to 28% since 2012.

Publication of the survey's results has come hard on the heels of recent calls for a 'national recycling standard' by leading UK retailers speaking at the Environment, Food and Rural Affairs Committee.

## New Record!

Well done to the Corry teams who, on Wednesday 11 September 2019, set a new record for a standard day shift. 175,829 square metres, 92,142 linear metres. A big thank you to both crews.

**Paul McCormack,**  
Production Director

# Weedon

Group

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