

Late Shipper Deal – Opportunity or Headache?

What's the first thing you think about when you're offered a last minute opportunity to put a new pre-filled shipper in-store? How it should look? What it will cost? Who can make the units? What about co-packing?

Don't forget that the retailer has special design guidelines. The design will affect the price. Co-packing will affect delivery schedules.

Remember the details – brand approval, transit tests, colour control. Which pallets do you need? Who orders them? Who books into the distribution centre? Insurance in transit?

The list of considerations is endless. Suddenly this great sales prospect begins to look very complex. And time is short...

But there is a better way.

Weedon PSC provides a complete turnkey solution for pre-filled shippers, with everything you need under one roof including design, transit tests, artwork production, manufacture, co-packing, distribution and delivery. As the country's leading independent manufacturer of Point of Sale and pre-filled merchandising units

(MUs), we understand retailer guidelines. Our experts in structural and graphic design can ensure your shipper does the job it is intended to do, both in terms of surviving the challenges of the supply chain and in attracting customers in-store.

In addition, our dedicated MU team can source the right pallets for each retailer, liaise with retailer customers and co-ordinate deliveries with distribution centres.

Managing Director John Weedon sums up the Weedon PSC service:

"We cover every stage of a display project from concept through to delivery, managing the whole project for our customers from start to finish. This ensures efficiency and increases speed to market, and means we can deliver on time, even when our customers have a last minute opportunity. We offer a hassle-free service which leaves our customers free to get on with their next job."

To find out how we can take the headache out of pre-filled shippers, see our [new video](#), [email Sarah](#) or call her on 01543 423838.

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Spreading Christmas Cheer

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Spreading Christmas Cheer

With a distinctive Christmas tree shape, our new pre-filled display pallet for Halewood's Glitter Gin really captures the magic of Christmas. The shipper holds Sugar Plum and Chocolate Orange flavoured gins in an eye-catching unit, but as important as its look is the fact that this corrugated display stand will safely support a heavy load of 64 bottles.

Designed by our i2i europe design team, manufactured by Weedon PSC and co-packed in-house at our factory in Hednesford, the shippers hit Sainsbury's stores in November, in time for Christmas.



We wish all our customers and staff a Happy Christmas and a prosperous New Year.





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.

Modular Packaging for Online Retail

A Case Study for Patisserie Valerie

Customer Profile

Patisserie Valerie first opened in London in 1926, the inspiration of Belgian-born Madame Valerie who was on a mission to introduce fine continental patisserie to the English. Her shop was an instant success and the brand expanded throughout the UK.

The Problem

Today Patisserie Valerie is developing its online retail market, particularly freezing and selling its products wholesale to other retailers.

The company needed to rethink its packaging for the distribution of cakes and other products in bulk. Its existing boxes were not strong enough to protect products in transit, and they did not fit the outer cases efficiently.

The Solution

- Our award-winning designers in i2i europe came up with a range of inner boxes which fit together in various combinations into the same outer case. We streamlined the sizing of both the outer case and the inner boxes to maximise space utilisation.
- We suggested replacing the solid board cake boxes with more robust corrugated inner packaging, to protect the cakes when shipped in bulk.



Patisserie Valerie was delighted with this modular approach and has adopted the new packaging in time for the Christmas rush.

Our structural design team has expert knowledge of the use of corrugated packaging 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 boards 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.

What's New

Finer Definition for Flexo Printing

We have upgraded one of our flexo-printers in the Weedon PSC factory in Hednesford so that we can print very finely defined graphics.

By investing in a new set of anilox rollers, we will be able to print, for example, wood grain, block colours or flesh tones with near photographic representation.

This move comes in response to increasing demand for high-end Retail Ready Packaging, particularly for fast moving consumer goods.



High colour consistency in a block colour for Beauty Pie and high definition printing for Migis, thanks to the new anilox cylinders



IT Upgrade Improves Customer Service

As part of our continuous improvement programme, we have upgraded our computer management system in our offices at Hednesford to improve customer service.

We have invested in the Shuttleworth Products Management Information System, which streamlines our sales order processing, stock control and despatch systems. The software also enables us to accurately control changing specifications through the design process, and will be further developed to give us online stock control.

The new system became operational in early December and is already starting to improve production efficiency. This move has been prompted in response to a general trend towards shorter lead times as retail markets become ever more competitive.

Peter Weedon, Group Operations Director, commented:

“This investment is part of a series of changes taking place to take us forward and set the platform for controlled growth in the developing areas of eCommerce and co-packed displays.”



An Audience with...

Dave Calderwood,
Sales and Production
Analyst, Weedon
Corrugated Products



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

A) I have been with the Group for three years and I am currently working as an apprentice in an analytical role at the Weedon Corrugated Products site in Manchester. Previous to that, I worked in stock control and estimating and have been able to move through different areas within the sales office to develop my understanding of the business. I will be finishing my apprenticeship just after Christmas and look forward to growing my career with the Weedon Group.

Q) How did you first hear about the Weedon Group and get involved with the apprentice scheme?

A) After completing my first year of A-levels, I realised that I didn't want to go to university, preferring a more 'hands on' career path instead. I began looking into apprenticeships through the Skills Company and applied to the Weedon Group. I feel that a manufacturing plant has so many different aspects and endless opportunities. I was really interested in the packaging we manufacture and have spent some time working overtime on the shop floor to gain experience. This has definitely helped to build relationships, understanding and teamwork.

It has been a really positive experience. I have definitely found my feet in the roles I have been doing, particularly over the last year. I have gained a mass of experience in such a short space of time and I look forward to continuing. I am excited to finish my apprenticeship next year and build my role within the company.

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

A) I enjoy the freedom and trust to identify solutions for particular problems. For example, I have recently implemented a colour coded pallet label system to help with the rotation of aged stock. It has now been rolled out and is working really well. Our aged stock trend has reduced by 35% as a result.

Sometimes it can be challenging to instigate changes in current ways of working. It can be hard to say that there may be a better way of working.

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

A) I think we are unique because of the amount of flexibility we have as a business and our 'can do' attitude. We always pull the stops out and do what we can to help both new and existing customers alike.

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

A) A good day for me is reducing the aged stock, seeing progress and seeing the sales team happy!

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

A) I am a massive football fan! Being from Manchester, there's only one team, Man Utd of course! I enjoy playing football too and going out with friends.

Q) What does the future hold?

A) I am always trying to improve myself as a person and as an employee and always want to keep progressing – so watch this space!

Football Sponsorship

Weedon PSC has sponsored a local youth football team, providing new strips for Lichfield Social Community FC Under 11s team.

The club was only formed in June this year and has five teams: Under 7s, Under 8s, Under 11s, Under 15s and an adult team. Oliver, the son of Melanie Clayton, Sales Office Manageress for Weedon PSC, plays midfield/striker for the under 11s team, which is managed by Mel's husband, Paul.

Paul Clayton says:

"Can I start by saying a massive thank you to our new sponsors, Weedon PSC. The lads are looking fantastic in their new kit – even if the moms are moaning that the tops are white!

"We have been playing some fantastic football but, more importantly, working hard and enjoying it. The midfield is playing like the Brazil of old, with some



Lichfield Social Community FC Under 11s, with Oliver Clayton second from the right on the back row

lovely samba football. Problem is, the defence is trying to do the same!

"We have a very talented group of lads who are all a joy to work with. These boys could literally do anything they put their minds to.

"It is a privilege to be their manager and watch them grow as footballers and individuals. If we keep playing like we are, we could have some silverware, come the end of the season."

Industry Insight

Major Retailers Launch Trials to Reduce Plastic Packaging

Asda, Tesco and John Lewis are all launching new in-store trials to cut down the amount of plastic waste by encouraging change in consumer behaviour.

According to the [Independent newspaper](#), Asda aims to cut 19,500 tonnes of non-recycled plastic use by the end of 2020. Following in the footsteps of Waitrose, Asda is encouraging its customers to bring their own refillable containers to the supermarket in an effort to cut down on the use of non-recyclable plastic. The retailer is hoping to reduce the total amount of plastic used in its own-brand packaging by 15% by February 2021 and to make all its own-brand packaging recyclable by 2025.

Tesco is also encouraging its customers to become more eco-conscious, launching a large-scale trial of refillable containers for online shoppers early in the new year. As a part of its '4Rs' strategy to tackle the use of plastics in its business, the supermarket has also announced its ambition to remove one billion pieces of plastic from products for sale in stores nationwide by the end of 2020.

John Lewis has become the first department store to withdraw 5p plastic bags after launching a pilot of a new sustainability scheme at its Oxford store. Plastic bag removal and the replacement of bubble wrap with a recyclable packaging material form part of eight new sustainability practices that

aim to inspire a "reduce, re-use and return" mentality among customers.

As part of the trial, John Lewis is encouraging customers to bring a bag, or buy a reusable one instead. The department store retailer estimates that, over a year, this could save five tonnes of plastic.

Heineken is also reported to be ditching single-use plastic rings and shrink wrap from millions of multipack cans and replacing them with eco-friendly cardboard.

Weedon

Group

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