

Less-flute in Successful Take-over Bid!

Less-flute, our new range of speciality board grades, is proving very popular with our customers and is steadily replacing conventional board grades. Use of this new type of environmentally friendly, economical board has risen dramatically since we introduced it earlier this year, following major investment in a new state-of-the-art corrugator at Weedon Corrugated Products in Audenshaw, Manchester. About 15% of everything we make now is Less-flute, we expect the figure to top 25% soon and we are using it for all new Retail Ready Packaging (RRP) work.

Less-flute was launched in response to the RRP market's growing demand for better print quality, cost efficiency and sustainability. It uses eco-friendly paper in

a new flute profile which is thinner than B-flute but delivers a similar performance. This makes Less-flute more economical in terms of both production and logistics – less cost, less space in stock, less to transport and fewer resources consumed – yet with a better surface for printing, which delivers better print quality than the more conventional B-flute. Less-flute is therefore ideal for display packaging and RRP, particularly for food products and the fast moving consumer goods (FMCG) market.

In addition, in combination with E-flute (EL double wall), Less-flute offers the Point of Sale (POS) display market a fully recycled display board grade, which is also more space-efficient than the current EB option.

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Less-Flute – a case study

The Problem

Meadow Vale Foods, a leading supplier of processed frozen poultry products to the food service and retail industries, wanted to improve the print quality on its boxes for frozen chicken products. The company also needed to improve storage space utilisation.

The Solution

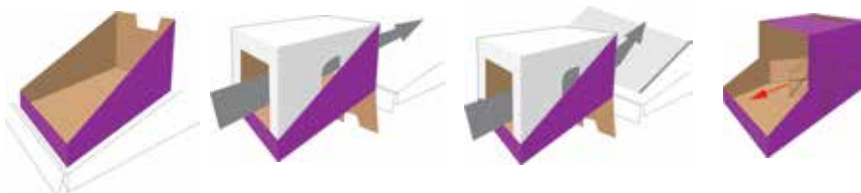
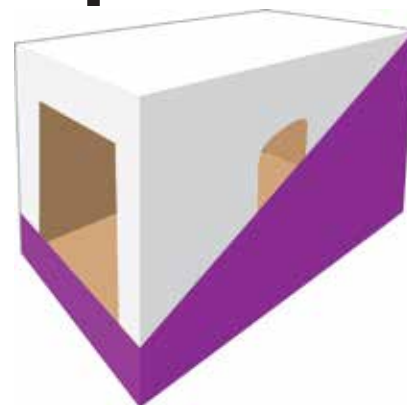
We already supplied Meadow Vale Foods with B-flute packaging but, when we realised we could add value with Less-flute, we ran a trial for them at our Manchester Development Centre to show the potential improvements.

- By using Less-flute, we can provide a better surface for printing, improving the appearance of the finished product.
- Less-Flute is thinner than B-flute, so it uses less material – without forfeiting strength – which minimises size on a pallet. Meadow Vale Foods now need less space to store their empty boxes and have more space for production. Pallet space utilisation has improved by 30%.
- Because we produce Less-flute in-house, we have greater control over costs, quality and production schedules. So we can offer our customers an even better service.

One Case – Multiple Functions!

This month we unveiled our new multi-functional RRP. Developed by our award-winning design team, our new box can deal with all self-facing shelf solutions. Whether a supermarket's products are now pushed, pulled or rolled to the front of the shelf, this one box adapts to suit all.

So, as supermarkets phase in their new shelving infrastructure, they won't need different types of packaging to suit different stores.



Shelf-ready packaging

A one-piece carton placed on shelf

Replenishment ready packaging

The product is delivered to shelf by pushing through the case, and is pulled to the front. The case is then discarded.

Infrastructure-based packaging

The product is delivered to shelf by pushing through the case, and rolls to the front. The case is then discarded.

Enhanced shelf-ready

The case remains on the shelf and the shelving system pushes the product from behind through the case to the front.



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.

Coated Boards A Case Study for The Perfect Pizza Company



The Problem

- Perfect Pizza is launching a new range of chicken products and needs packaging to accommodate different sized portions.
- This type of food is commonly delivered in foil dishes with separate lids, but these often leak grease. The company is also concerned that the chicken does not stick to the dish.
- The chicken has to retain a temperature of at least 62 degrees when delivered (within 30 minutes).
- The packaging needs a good printing surface for branding.

The Solution

- Three different sized boxes to suit different portion sizes.
- A PET-coated lining on the inside of the box to minimise the risk of grease seeping through to the outer surface and to prevent the food sticking to the packaging. The PET coating is fully recyclable, as well as grease-resistant, so it is environmentally friendly.
- Corrugated board to help retain heat – specifically Less-flute, our range of innovative, economical board grades which use eco-friendly paper in a new improved flute profile.



What's New 'Natural' Eco-Friendly Coatings



Weedon PSC has become the UK's first manufacturer of corrugated packaging to introduce predominantly natural coatings. We have been awarded exclusive rights to produce RRP and POS displays using Earth Coatings, a new range of environmentally friendly, water-based coatings developed by Solar Inks. This follows our recent switch to natural inks.

Earth Coatings are made from up to 80% natural materials, which significantly reduces their impact on the environment. Quality is as good with Earth Coatings – and in some cases better than synthetic and oil-based coatings – and prices are comparable. The introduction of natural coatings is part of our strategy to protect the environment wherever possible.

John Weedon, Managing Director of Weedon PSC, says:

"By introducing natural coatings to our manufacturing range, we are offering our customers exciting new options, while limiting any damage to the environment.

"The corrugated packaging market is advancing all the time and customers' expectations about performance are rising. New developments mean we can do more and more with corrugated board which is basically a very cost efficient and environmentally friendly material. The result is better packaging at a better price."

The use of coatings enables corrugated board to provide similar properties to traditional materials such as solidboard – but without the high cost and heavy weight associated with these older boards.

Earth Coatings are available to suit a variety of packaging needs:

- abrasion protection
- providing a barrier to oil and grease
- protecting print from perfumes and alcohols
- a clean surface for contact with food
- grip or slip
- protection against bacterial/mould growth in difficult storage conditions
- the application of a fragrance

Corrugated Board Made Simple

The type of paper that makes the corrugated board used in packaging is a key factor in determining the performance of that packaging. Nowadays, for example, recent developments mean that lighter papers can – and do – perform as well and even better than heavier papers – with less damage to both budget and the environment!

We have produced a comprehensive guide to papers used in corrugated packaging in the 21st century. It is an invaluable tool for all buyers of corrugated packaging and will unlock some of our trade secrets. It charts the evolution of corrugated packaging board, introduces the different types of paper used to make it and describes their characteristics. A useful glossary explains some of the jargon we love in this industry! To download your copy free, please contact Sarah.



I have a team of eight working with me to get through all this. My key man is Dave Byrne, our Transport Planner – I couldn't manage without him!

Q) How long have you worked for Weedon PSC?

A) I joined the company in 2002. I was self-employed before then, but I didn't enjoy the isolation of working on my own. I applied for a job as team-leader in the despatch department. It was convenient because at the time I lived very close to the factory, and it was only intended to be a stop-gap. But 12 years on and I'm still here!

Q) So why have you stayed so long?

A) I love the challenge of it. It's really rewarding when the job is done well and when we keep the customer happy. I enjoy hitting targets and exceeding customer expectations. There is no chance to get bored – we don't have the time!

I like saving money for the company, finding the most economical way to organise things. But it's not just about cutting corners, because we need to keep the customer satisfied too. So, for example, when I'm buying in additional transport services, I look for good quality at a keen price. And all in all I think we get the balance right. It's important to me to go home knowing we have done a good job.

Q) Has the company changed much during your time here?

A) The most obvious change is that we have grown. When I started there were perhaps 75 people here in Hednesford. Now there are 250 in the Group, with another factory in Manchester, Weedon Corrugated Products, and i2i europe in Burton on Trent, dealing with the creative side of the business.

Recently our factory was extended with the addition of a new stock-holding area. This has given us a lot more space to work in for loading and unloading, and provides a new secure space for products received for co-packing.

Q) What do you do in your spare time?

A) I ride motorbikes. I have a Suzuki GSX-R600 and I like nothing better than to set off on the open road with my brothers. We all three have bikes and we probably go out about twice a week. It's great for blowing away the pressures of work!

An Audience with...



Mark Battison,
Transport Manager at Weedon PSC

Q) What does your job entail?

A) As Transport Manager at Weedon PSC, I co-ordinate goods coming in – that's mostly board and sometimes our customers' products for co-packing – and I'm responsible for despatch. My job involves allocating space for deliveries and the security of these deliveries.

I'm also responsible for logistics, planning our routes to our customers and making sure we have enough artics and that we deliver on time. In a typical day we probably have three or four deliveries in, but up to 20 or more going out. We deliver all over, from Middlesbrough to Middlesex and all points in between. We have three large artics of our own, and hire in additional lorries as and when we need them.

Supporting Teenage Cancer Trust



On the weekend of 23-24 August, Peter Weedon, Group Operations Director (left), and the rest of the six-strong Glennon-Weedon team successfully completed the Three Peaks Challenge.

The target was to climb the three peaks in 24 hours (13 hours' walking and 11 hours' driving). They set out on Ben Nevis at 3.30pm on the Saturday, reached the top of Mount Snowdon by 1.30pm on Sunday, having climbed Scafell Pike en route through the night. Three of the team sprinted down to get to the bottom in 23 hrs 16 mins. The rest took a more sedate walk down to finish a little later!

The team is grateful to their drivers, Amanda and Liz, without whose amazing support they could not have completed the challenge, and would like to thank everyone who sponsored them. They raised over £6000 for Teenage Cancer Trust.



Industry Insight

Consumers prefer their groceries packaged in paper-based material

According to a new [poll](#) commissioned by the Confederation of Paper Industries (CPI), 57% of UK consumers prefer their groceries and food to be packaged in paper-based material. 31% expressed no preference and 8% opted for plastic containers.

Exactly What Makes POS Effective?

POPAl (Point-of-Purchase Advertising International) has released the initial findings of its ground-breaking study into the effectiveness of grocery display.

Over the years, the rise of POS displays has been well documented. But which combination of display, location and messaging is the most effective? Bringing together three years of research and analysing over 7 million shopper interactions across three leading retail chains, this survey goes some way to answer some of these much debated retail marketing questions.

The study has found that the typical UK supermarket averages 20,000 items of display or promotional messages. Shoppers can't – and indeed don't – try to look at and read every message. Indeed, most shopping is performed in autopilot mode but shoppers will change to manual control when a display grabs their attention.

Unsurprisingly, the research shows that POS effectiveness is specific to the application, product and brand. It also identifies that displays featuring or simulating movement have a greater impact. Researchers emphasise that retailers have a crucial role to play. The focus by many retailers on achieving uniformity of display in-store is potentially damaging and restricts the opportunities for conversion.

In the light of the growing number of different POS messages, shoppers seem to be choosing to filter out much of the communication being targeted at them, only engaging with brands, promotions and messages that they view as personally relevant.

Most shoppers at first appear to be attracted to displays because of messaging promoting new products, value or savings. Yet this driver becomes less clear when analysed on the basis of which type of message actually engages shoppers. Price reduction and quantity discount/multi-buy all seem to be less attractive than POS displays promoting extra free product, competitions and discount vouchers. A notable exception to this, however, is the combination of a new product promotion linked to a price reduction which appears still to be highly effective.

POS effectiveness findings – some quick facts

- Female shoppers in-store for 60+ minutes buy more from POS displays than male shoppers.
- Men are more susceptible to in-store promotions.
- Floor graphics and walk-around displays work best for food/snack purchases.
- Premium displays are most effective on emergency food shopping missions.
- In-store demonstrations are by far the top performers measured for impact and engagement.

The report has much more to say... POS in-store can be the making of a brand, and it can be more cost-effective than TV and press advertising. But there is no room for error – after all, as this study proves, marketers have only 0.9 seconds to convince shoppers to see their display!

For the full copy of the initial findings, please contact [Sarah](#) or your Weedon account manager.

Weedon

Group

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