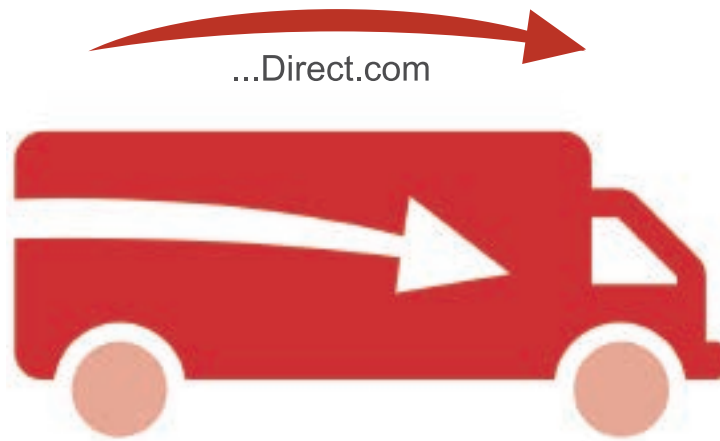


Our New Online Shop Weedon



In line with recent shopping trends, we have launched our own online shop. Weedon Direct opened for business this summer, offering a range of essential products and packaging from stock direct to the consumer.

Products available initially include off-the-shelf boxes, postal boxes and eCommerce mailers. All items will be kept in stock ready for immediate despatch, and prices include the cost of standard UK mainland delivery (2-3 working days).

Orders to Weedon Direct can be placed online at www.weedondirect.com, by email or by telephone.

Weedon PSC Managing Director John Weedon comments:

"Throughout the Coronavirus lock-down, there has been an increase in online retail. Although we are known primarily for our bespoke packaging for businesses, which is tailored to individual needs, we are aware that many of our products are standard, generic designs, capable of use by numerous customers in different situations. The pandemic has shown us the need to adapt our approach to trading and to offer some of our products via the Internet.

"Initially we were offering our innovative range of products developed to support people during the Coronavirus pandemic. The enormous popularity of our safety standees to help social distancing, particularly in schools, demonstrated the huge market there is for small orders for individual buyers.

Our New Online Shop

New Green Look for our Website

Design Focus Clever Structural Design for Customer Appeal and Convenience

Coronavirus – 6 months on Zero Waste Week

An Audience with... Julie West

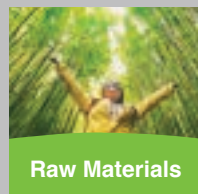
What's New Introducing Flexie-mailer, the Sustainable Alternative to One-trip Plastic

Industry Insight

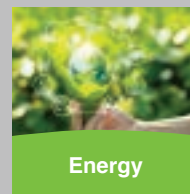
"Now we are offering a range of boxes and eCommerce mailers and adding new products all the time. With the development of Weedon Direct, customers can now choose off-the-shelf packaging, order and pay online and have it delivered to their door, quickly and without fuss."

Customers can visit the online shop at:
www@weedondirect.com
or can email: enquiries@weedondirect.com.

New Green Look for our Website



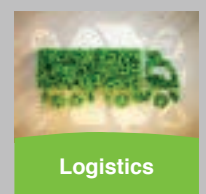
Raw Materials



Energy



Waste



Logistics

Check out our new [Sustainability](#) section on our website, which outlines our environmental policies and strategies in relation to raw materials, energy, waste and logistics.

These pages describe how we are sourcing raw materials from sustainable sources, minimising our use of energy and reducing the impact of packaging both by careful and innovative design and in our manufacturing operations.

The Weedon Group is committed to environmental protection and sustainability. We recognise that we have a responsibility to preserve, conserve and sustain the world we live in, both today and for the future, so sustainability is central to everything we do.

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.



Clever Structural Design for Customer Appeal and Convenience

Customer Profile

Tyrrells founder, Will Chase, set up Willy's ACV in 2017 to produce apple cider vinegar (ACV) on Laddin Farm in the village of Little Miracle in Herefordshire. The benefits of fermenting apples into cider and other products have been recognised since Roman times and Willy's ACV is marketed as a health product.

The Problem

Willy's was launching a new product, a sparkling Kombucha and ACV drink. They were looking for on-shelf display packaging which would stand out from the crowd. The box also needed to be easy to carry and strong enough to take the weight of 4 x 250ml cans.

The Solution

- Our award-winning structural design team designed a complex one-piece carton with a cut-out to form a convenient carry handle.
- The boxes also have a cut-out to showcase the product and attract customer interest.
- Eye-catching integrated graphics incorporate the company's brand identity.
- The boxes are manufactured in robust E flute corrugated board, with litho laminated print for a high quality finish.



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

Coronavirus – 6 months on

Group Managing Director John Weedon on where we are now

Back in March no-one expected that, six months on, we would still be knee-deep in this mire, all trying to deal with the conflict of our own personal safety, our families' and loved ones' health concerns, the impact all of this is having on our mental wellness and the economic damage it is wreaking.

The Weedon Group finds itself in some ways in exactly the same position as it was back in March, yet in other ways the company is almost unrecognisable as the business it was only six short months ago.

The strength of our teams has shone through and our performance as a business, despite everything that we have faced, has been excellent. Weedon Corrugated Products has dealt with customers hibernating and then re-emerging to operate in very different ways, requiring us to change with them. Weedon PSC has seen a volatile display market continue to be highly reactive and unpredictable and an eCommerce market that has just gone bonkers! The company has also faced the collapse of the food service sector and a number of significant customers lying dormant as well. It has also suffered some bad debts as a direct result of the COVID-19 situation. Our creative company, i2i europe, has seen the most change with its customer base evaporating almost overnight and we have unfortunately lost some colleagues from the team as a direct result. The business is now busy re-inventing itself for the next few years!

However, against this background of disruption and change, the Group has nevertheless still hit sales and performance targets, we have developed and launched new products, introduced our own online shop, diversified our transport operations, transformed our planning processes and moved online for many internal and external meetings. We have expanded our social media marketing, managed our cash flow and tacked and woven as the market changed – sometimes overnight!

These are significant achievements and our team deserves all the plaudits. But what is now clear is this situation is not going to change any time soon and we will need to continue to be flexible and inventive to meet the challenges that are inevitably still to come.

Zero Waste Week

In the first week of September, the Weedon Group celebrated Zero Waste Week, an international environmental campaign to reduce landfill waste which has taken place every year since 2008. This non-commercial, grass-roots campaign aims to demonstrate ways to reduce waste, foster community support and bring awareness to the increasing problem of environmental waste and pollution.

The Weedon Group is committed to environmental protection and sustainability. We prioritise:

- Recovering, reusing and recycling materials
- Making the best use of our planet's resources
- Reducing waste and CO₂ emissions
- Making fit-for-purpose packaging with minimal waste

In our manufacturing operations we strive to be at the forefront of industry best practice with regard to environmental issues, using sustainable raw materials, minimising carbon footprint, waste reclamation and land fill, and maximising efficiency in our use of energy.

We design packaging to minimise its impact on the environment at every stage of the supply chain, specifying eco-friendly board grades and weights and avoiding the use of unnecessary materials. Everything we manufacture is 100% recyclable.

For more information about our sustainability strategy, visit our website.



As part of everyday working practices in accordance with our BRC accreditation and to reduce our single-use plastic consumption, everyone in our factory is provided with their own reusable water bottle! With over 100 people in our Hednesford factory alone, small changes can make big differences!



An Audience with...

Julie West

Display Production Manager, Weedon PSC

I enjoy being part of the Point of Sale (POS) team, constantly looking for opportunities to maximise service improvement, as well as the potential of the skill set we have within the teams. Reacting to our customers and delivering a service that meets – but hopefully exceeds – their expectations is what floats my boat!

We are one big family and we are so fortunate in Display to have a team with over 100 years of experience in the production and co-packing of display units.

Because I see every problem as solvable and an opportunity to improve, the biggest challenge for me is meeting a 'can't do' attitude! Sometimes working to demanding lead times is a bit of a challenge too, but I'll always give it a damn good go!

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

A) We are an independent company, so we are flexible and can react decisively to our customer needs.

Priority decisions can be made quickly and effectively as a result of the synergy and strong relationships across connected areas of the business. We are a team. We are all there for each other, always challenging ourselves to be the best we can be. Continual service improvement is something all departments strive for.

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

A) We lead from the front, offering solutions to

our customers that include different materials and styles, coupled with the consistent adoption of best manufacturing routes.

In addition, the adoption of 'design for manufacture' processes and systems improves the delivery of 'right first time' products to our customer at competitive yet profitable costs and prices.

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

A) For me it has to be sustainability and the general reduction of plastic as a raw material component in production output.

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

A) Motivating the team and watching them perform to the best of their capabilities. Meeting production demands head on. Happy team members, happy customers. I am the lucky one, as I get a front row seat to see the finished units as they come off the line.

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

A) I enjoy the big outdoors and everything that goes with it – gardening, walking nature and photography. I love catching up with friends and family and socialising generally. To be honest, I do not like to miss out so, where there is fun to be had, I will be there!! Life is too short to have regrets. It may surprise everyone to know I also love a good book – as long as there is a happy ending...

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

A) I returned to the Weedon Group in 2018 after a small break away but, in total, I have been with the Group for just over five years, carrying out the role as Display Production Manager. With over 30 years' experience in the industry, you could say packaging is in my DNA.

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

A) I love the fact that no two days are the same. Every day brings different challenges with new products to launch to market and the opportunity to supply them to our customers.

It's great to watch the inception of somebody's idea grow and develop into the finished product, while championing the process improvements that are adopted and embraced by the business to bring efficiency, consistency and, ultimately, contributing to the well-being of a motivated team and the happiness of our customers.

What's New

Introducing Flexie- mailer, the Sustainable Alternative to One-trip Plastic

Flexie
Mailer



Supporting the drive to minimise the use of one-trip plastic, we have launched a new range of eco-friendly mailing packaging under the brand name, Flexie-mailer. Manufactured from corrugated cardboard from sustainable sources and fully recyclable, Flexie-mailers are intended to replace both single-use plastic and solid board postal packaging.

With corrugated cushioning, Flexie-mailers offer greater protection than plastic bags and they are approximately 30% lighter than equivalent solid board designs. The clever design means the same packaging can expand from envelope to pop-up mailer to accommodate items of different sizes, from documents to a host of awkwardly shaped products.

Quick and simple to use, Flexie-mailers come with peel & seal tape for secure fastening and an easy-to-open perforated strip. No void fill is required. They can also be printed with the

customer's own graphics in up to three colours, increasing brand exposure throughout the supply chain.

Flexie-mailers are available in 12 stock sizes. The smaller ones will fit through a standard letterbox. Larger ones will accommodate items as large as half a metre square.

Weedon Group Managing Director John Weedon comments:

"While there is growing concern about the use of single-use plastic, corrugated board offers an economical and sustainable alternative. 100% recyclable, strong and flexible, corrugated board makes excellent eco-friendly packaging.

"The design of our Flexie-mailers means one product can have multiple uses, making them an office staple for anyone regularly sending products by courier or through the post."



Industry Insight

43m want to see a reduction in plastic use

A recent [study](#) has found that 43 million UK shoppers want to see drastic reductions in the amount of plastic used to package food and drinks.

A survey of 2,000 shoppers found that 82% believe plastic use can and should be dramatically reduced, while 77%, or 40 million, say it is primarily the responsibility of manufacturers and supermarkets to take the initiative.

The survey was of a nationally-representative sample of UK shoppers and the results were extrapolated to give country-wide figures.

Weedon

Group

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