

Weedon PSC Awarded Licence for Smarty Displays



We have been awarded exclusive rights in the UK and Ireland to manufacture an innovative range of patented designs for instantaneous pop-up Point of Sale (POS) display units from Spain.

Smarty pop-ups are designed and patented by Endiplec. Based in Barcelona, the company specialises in automated POS displays and offers two distinct product ranges – the Smarty Floor Stand range and the Smarty Promotional range.

Smarty Floor Stand displays go up automatically (typically in under 3 seconds), which means implementation in-store is extremely quick, simple and cheap compared with more conventional floor stand displays that have to be assembled in-store. The patented design also ensures they are strong and able to withstand significant weight, so they make ideal POS display units for products such as beverages. Customers are also reporting that, because they are so quick to erect, they can significantly reduce the cost of co-packing pre-filled displays.

Smarty Promotional displays are aimed at communicating a brand message or offer, for example in car showrooms, banks or garden centres. The range includes miniature totem displays, cubes and dump bins. Easy to assemble, these displays represent a cost-effective alternative to traditional promotional display designs.

We can now offer our customers the full Smarty range including both generic shelf- and floor-standing displays as well as units made to order, all manufactured to Smarty's innovative patented specifications.

To see how easily Smarty displays go up, check out [the video](#) on our website.

John Weedon, Managing Director of Weedon PSC, said:

"In the Smarty range we have found a first-rate product to extend our range of POS displays. These display units are designed to the highest specifications and employ innovative patented designs to reduce implementation times in-store. So they are perfect for retail operations where pre-filled displays will not work.

"As a licensee, we will be able to manufacture made-to-measure solutions as well as off-the-peg generic units. As the retail environment is becoming increasingly challenging, Smarty offers an effective and eye-catching solution which is very attractive to customers. But these displays are also economical and easy to use, which I am sure will prove very popular with retailers and brand-owners alike."

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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.

Structural Design A Case Study for Lidl's Nuts and Pulses

Customer Profile

Originally founded as a grocery wholesaler in Germany in the 1930s, today Lidl is one of the largest grocery retailers in Europe and a leader in the discount sector. The first Lidl stores opened in the UK in 1994, where the company currently has more than 600 stores.

The Problem

Lidl have launched a new range of nuts and pulses sourced from two different suppliers.

- They needed Retail Ready Packaging (RRP) that was capable of flowing through these suppliers' different supply chains and then on to Lidl stores. Each supplier has individual shipping and printing requirements.
- The products are very heavy but, during transit, they need to be stacked in volume on euro pallets so the packaging needs to be very strong.
- With only two months before the launch of the range in-store, there was limited time to develop a suitable design and produce the RRP.

The Solution

- Clever design and innovative cardboard engineering made the packaging strong.
- We were able to confirm in our in-house testing facility before production that these designs would indeed perform as intended.
- We used the same design but different board grades for each supplier – one suitable for litho-printing, the other for flexo-printing.

The Benefits

- Our choice of board grades provided excellent print quality for both suppliers.
- The design performed well in transit and in-store.

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



What's New

New Colour Lab will Deliver Unbeatable Print Quality

We have opened a new colour laboratory at our site in Hednesford, Staffs, which will improve the print quality and colour consistency of all our corrugated packaging. The lab will reinforce our reputation for top quality printed packaging in an increasingly technological industry.

The new lab is kitted out with state-of-the-art ink-mixing equipment and includes the new Earthinks® dispenser which has been designed specifically to minimise energy usage and ink wastage. Equipped with sophisticated technology, the lab will provide a complete integrated colour management service using the latest quality and process reporting software.

As a result, we will gain increased control over ink-mixing and colour consistency to deliver even better print quality, with greater speed and ease. The new facility will also enable us to produce high specification digital print swatches and assess inks, technical mediums and varnishes in-house, which will reduce production lead times.

The colour lab is a joint initiative with Earthinks®, which manufactures the environmentally friendly inks we use throughout the Weedon Group. Together we will also seek to further develop the inks, looking at issues including enhancing colour and coverage as well as usage for different products such as on packaging to be used in wet, cold and dry environments.

Colour consistency is increasingly important, particularly for retailers and brand-owners who are seeking to enforce their brand identity. Our new colour lab is a tangible demonstration of the customer-centred approach which is the hallmark of Weedon PSC, as we seek always to provide our customers with the highest print quality and excellent service. Now we can guarantee 100% colour matching – quickly and easily.

This new colour lab complements our top of the range flexo-printers and our product testing capabilities to ensure that the packaging we manufacture not only meets but surpasses our customers' expectations, reinforcing our position at the forefront of digital colour packaging.

New High-speed Flatbed Die-cutter at Weedon CP

We have invested in a Bobst high-speed flatbed die-cutter which will be installed at Weedon Corrugated Products in Audenshaw, Manchester, at the end of April.

The new machine die-cuts to a very high quality to meet the growing demand from customers requiring Retail Ready Packaging that can be machine-erected. With high operational speed, the machine will increase our capacity for die-cut corrugated packaging by over four times.

We already offer flatbed die-cutting at Weedon PSC in Hednesford, Staffordshire. When installed at Weedon Corrugated Products, the

new machine will enable us to organise logistics more efficiently, producing packaging nearer to those of our customers in the North West. With two plants doing flatbed work, we will also be better placed to accommodate surges in demand.

The installation of this new Bobst die-cutter follows the acquisition of a state-of-the-art corrugator at Audenshaw, and is part of our ongoing investment programme as we seek to upgrade and re-equip Weedon Corrugated Products to accommodate recent growth and to satisfy future demand. The new die-cutter represents the latest step in our strategy for growth – our target for Weedon Corrugated Products is to double turnover within five years.

An Audience with... Rob Bushe, Creative Production Manager, i2i europe



Q) What is your role within the Weedon Group?

A) I'm in charge of the day-to-day running of i2i europe and have to ensure that all our work is completed in a time-efficient manner and meets Group quality standards. I am primarily involved with the development of new business accounts and their running through the Studio. Where necessary, I provide direction to the team on creative projects – and sometimes I even have time to do actual artwork and a spot of repro too!

Q) How long have you worked for i2i and how has the company evolved since you started?

A) I've worked for John and Peter Weedon since February 2004 when I started as a Repro Assistant under the tutelage of Tony Williams and Tony Kilgallen. I've been lucky enough to see the birth of i2i europe and to be closely involved with it since inception, from producing the original Globe logo and creating i2i's first presentation documents with John to now being the first point of contact for new account work coming through the Studio.

Along the way, Weedon PSC has grown extensively and, with the coming of Weedon Corrugated Products in 2011, the Weedon Group of companies was born. The most recent and notable change involved i2i coming home to Hednesford from the wilderness of Burton, which has strengthened our working practices and our relationship with Weedon PSC (see 'Coming Together' overleaf). It will be interesting to see how the next 11 years plays out!

Q) What do you enjoy about your job and what is challenging?

A) The best part of my job is being one of an awesome group of people who care about their work and are passionate about delivering industry standard quality! It is a massive bonus to be able to get on well with one another. And it is always exciting to see

briefs for new promotions coming through, months in advance of public advertising.

The biggest challenge for me is dealing with all the 'London buses' which seem to come along at the same time...when things seem their quietest, all of a sudden there will be a rush of work that is all needed at the same time! Planning for this is extremely demanding, but it is very rewarding when your team smashes the work out of the park!

Q) What do you think makes i2i different from its competitors?

A) I don't think that there are many companies that offer the kind of service i2i does. One unique area is what we refer to as Creative Sales. Designing concepts for Point of Sale or specialised retailer/vendor launches is nothing new to many businesses. But where i2i excels is the thought we put into the application of structure and print. Anybody can design a new logo, but not everybody can design a new logo to run through a 2-colour flexo press, accounting for a 1.5mm registration overlay and 5mm safe-zone due to constrained panel size! Through our Group-wide knowledge of print and structural design, we are able to meet and surpass the standards set by other companies. We have the people and skills to provide an amazing concept that can actually be made without a hundred compromises. That's the difference, not only with i2i, but with the Weedon Group as a whole!

Q) What do you do to relax?

A) I have quite a few hobbies but all are now eclipsed by my daughter, Beatrice, who came as an early Christmas present to my wife, Sharon, and me on 12th December last year. Spending time with her and watching her grow is the most amazing thing imaginable.

In my spare time, I love weight-lifting at my local gym before work. I'm a huge sci-fi, gaming and Japanese culture nerd too so, when I have time to read, watch a movie or play a game, I will do! If my book or film happens to be set in the darkness of an abandoned city-sized space fortress, several millennia in the future, against an unstoppable force of aliens, then all the better! Finally I love cooking for my family so, as long as I've got a glass of good red wine at the ready and an audiobook or some music to listen to, I'd happily spend all day in the kitchen!

Coming Together

In February, we completed our move to bring our Midlands-based operations together on one site. i2i europe, which specialises in retail own label packaging, relocated from Burton upon Trent to new premises alongside Weedon PSC. i2i europe's designers, artworkers and customer service team are now based in our purpose-built design centre on the Anglesey Business Park in Hednesford, which we opened in November 2013.

Now our designers in i2i and Weedon PSC will be able to work more closely together. This will simplify and speed up communications, enable more pooling of resources and expertise, and create additional creative synergies.

i2i europe brings together a unique blend of creative, packaging engineering and retail expertise, aimed particularly at the own label market, and provides innovative graphic and structural design, artwork production, repro and print management. We are currently working with most of the major UK retailers and many brand-owners, which gives us first-hand knowledge of specific retailer requirements.

Charity Tombola

Sarah Howson, Creative Customer Manager for i2i europe, met Carole McDougall and her daughter, Millie, who is now 13, at the yard where she keeps her horse, Sam. Millie has Lennox Gastaut Syndrome, a form of epilepsy which comes on in childhood and is particularly difficult to treat.

When Sarah learned that Carole was fund-raising for the Make a Wish Foundation, which had fulfilled a dream for Millie by sending her to Disneyland, she wanted to help – and she got her boss involved too!

Carole organised a 'Winter Olympics' day with the horses – which included a fancy dress competition as well as agility, show-jumping and dressage – and a Burns Night meal and dance at a local rugby club. All ticket proceeds went to Make a Wish and the Weedon Group provided raffle prizes for both events. A total of £2716 was raised for Make a Wish, over half of which came from the raffles.



Santa and Elf – Sarah and Sam in fancy dress.

Industry Insight

Recycling reduces bacterial loading for corrugated shippers

An [article in Packaging World](#) reports that the use of recycled corrugated shippers reduces the risk of bacterial infection. In a new study of corrugated shippers from six US manufacturers, 100% of packages met acceptable sanitation levels. Single-use purpose is said to contribute to cleanliness.

The single-use approach for corrugated containers minimises the potential for contamination. After they are used, corrugated containers are returned to the paper mill for recycling. The recycling process greatly reduces bacterial loading. Nearly 90% of corrugated shipping containers produced in the US are recovered for recycling.

Corrugated Packaging Keeps Pace with Modern Living

In an [article in Packaging Europe](#), Jon Ernst, newly appointed Chairman of the European Federation of Corrugated Board Manufacturers (FEFCO) Market and Environment Committee, gives his views on how the corrugated industry is evolving to meet changes in the retail landscape.

The Crucial Role of Corrugated Packaging in the Food and Drinks Industry

Corrugated packaging is maintaining its popularity in the UK food industry as the preferred choice for protecting and promoting goods, according to a recent survey commissioned by the Confederation of Paper Industries (CPI). The research involved contacting 1,000 senior decision-makers in multiple retailers and food and beverage companies in the UK, seeking their views of corrugated and its role in the packaging industry.

An [article in Packaging Today](#) says that the majority of those who responded recognised the strong environmental credentials of corrugated, with 80% of respondents either strongly agreeing or agreeing that corrugated is a sustainable, functional and effective packaging solution. Companies also acknowledged the importance of corrugated packaging in the battle against food waste – nearly three-quarters thought that effective use of corrugated protects food items, while less than 5% disagreed with the statement that the material is important to the future of their businesses.

This latest survey confirms corrugated packaging's continuing importance in supply chains following research by [Smithers Pira](#), which says that demand for the material worldwide is expected to increase by an average of more than 4% annually over the next five years, partially driven by innovative designs. It also follows a nationwide poll by YouGov for CPI last year, which revealed that over half of the UK's consumers visiting their local supermarket or food retailer would prefer their groceries and fresh produce packaged in paper-based material. Adopting vibrant, innovative packaging will also sway the purchase decisions that many shoppers make.

Weedon

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