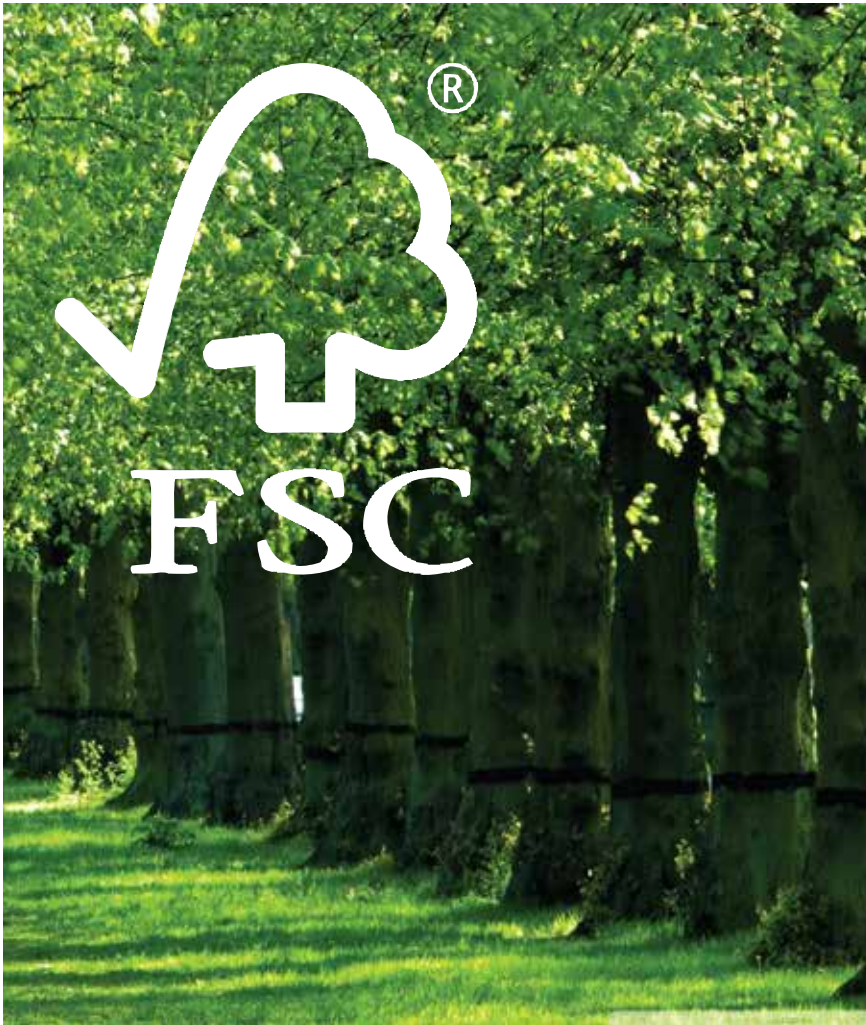


Saving the Trees FSC accreditation for Weedon Group



The two manufacturing companies in the Weedon Group, Weedon PSC of Hednesford, Staffordshire, and Weedon Corrugated Products of Audenshaw, Manchester, have been accredited by the Forestry Stewardship Council (FSC).

The FSC is an international, non-governmental organisation dedicated to promoting environmentally appropriate, socially beneficial and economically viable management of the world's forests. It runs a global forest certification system which allows consumers to identify, purchase and use timber and forest products produced from well-managed forests.

By using board and papers sourced from FSC-approved forests, we are entitled to stamp our packaging with the FSC 'tick tree' logo, indicating that it is not contributing to the destruction of the world's forests.

John Weedon, Managing Director of the Weedon Group, said: "There is growing concern nowadays about the environmental effect of manufacturing processes, and an increasing number of retailers and brand-owners are demanding that their packaging is FSC-approved.

"As a group, we have adopted various strategies to reduce any potential environmental damage caused by our production processes. So, for example, Weedon PSC was the UK's first manufacturer of corrugated packaging to use predominantly natural printing inks, Earthinks®. And last September we introduced a new range of environmentally friendly, water-based coatings.

"As FSC-approved suppliers, we can now offer our customers packaging that is visually identifiable as having been produced from well managed forests."

Saving the Trees

FSC accreditation for Weedon Group

Design Focus

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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.

From SRP to RRP A Case Study for CeDo

Customer Profile

CeDo produces a wide range of household products – anything from bin liners through cling films to aluminium foils – primarily sold as retailers' own-label lines, but also as branded products.

The Problem

CeDo's existing Shelf-Ready Packaging (SRP) did not meet the standards required by Asda for on-shelf display. Nor did it protect CeDo's products adequately during distribution.

- A high proportion of products were damaged in transit.
- The lid fitted poorly, leaving gaps.
- The cartons tended to open in transit.
- The flute ran in the wrong direction to provide maximum strength when the box was stacked on its side on the pallet. The boxes sagged and bowed in transit.
- The boxes were sealed with two tapes across the lid, which had to be cut or torn off to reveal the contents, damaging the sides of the tray which then looked unattractive on the shelf.
- The box was manufactured uneconomically in two pieces.

The Solution

We created an innovative new design for stronger, more secure one-piece Retail Ready Packaging (RRP), using Less-flute, our new, lighter-weight environmentally friendly board.

The Benefits

A glued crashlock base enables quick assembly on the customer's packing line and adds strength to the base of the box when stacked on its side.

- The flute direction of the lid is aligned for maximum support.
- In transit tests the new style box showed no appreciable compression or bowing when stacked on its side on pallets.
- The top of the box is closed with a single line of tape (less labour and less cost!).
- The lid fits well to secure the contents and remains securely closed during transit.
- Product damage during distribution is reduced.
- Because Less-flute is thinner – but as strong as conventional board grades – it can be perforated for easy opening. The new RRP can be opened quickly and cleanly, without damaging the display tray, improving appearance on-shelf and boosting saleability.

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



Before...



...after



Before

After



Daddy Cool

We produced a suite of Point of Sale units for Tesco's recent Father's Day entertainment promotion, which included displays for books, CDs and DVDs.

Tesco gave us a style guide, which we re-interpreted, offering additional creative input – in this case, 3D characterisation for high visual impact in-store.



An Audience with...

Kelly Consterdine,
Customer Services Team Leader
at Weedon Corrugated Products
in Manchester

Q) What is your role within the company and what does this involve?

A) As Customer Services Team Leader, it is my responsibility to ensure that our customers' needs are satisfied. I support my team internally in the costing of a job specification and I also look after a number of key customer accounts myself. My work is very varied, but the main elements are costing/pricing, order processing, problem solving and liaising with our production, design and transport departments.

Q) How long have you worked for Weedon Corrugated Products and has the company changed much since you started?

A) I have worked at this site for over seven years, including the last four for Weedon Corrugated Products. There have been many changes over the years, particularly for me. I have grown with the company and have gained knowledge and insight into the flow of the business from start to finish. I worked previously in the Accounts Department and then the Commercial Department and I have been in my current position since November 2014.

The changes in the company have been quite dramatic, particularly with the huge investment that has gone into the corrugator and the new Bobst die-cutter that we now have at Manchester – and we are expecting more new equipment in the near future too. These changes are making us more versatile as a company, and will help us to enhance the service that we provide to our current – and future – customers. Weedon CP's offices are also undergoing a make-over which will give us a more modern and fresh environment.

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

A) One of the things that I really like about my work is the relationships that I have built up with my customers. It is a very satisfying feeling when we have produced a good quality product that is delivered on time to the customer.

There are times when the job can be quite challenging, such as when we are given a very short lead-time, particularly if there is artwork involved. But it is at times like this when I feel the greatest sense of achievement, because each department from production to transport will have had to work together as a team to ensure that we meet the customer's deadline.

Q) What makes Weedon Corrugated Products different?

A) Weedon CP is different because we are an independent company with our own corrugator, and this allows us to be much more flexible than your standard sheet plant.

Our number one priority is our customers, and we do genuinely care about their needs. Many of the staff employed here have considerable experience in the industry. We take a special interest in the design of our customers' products. If we think we can improve it or take some of the cost out of it, we will work with our customers, adding real value to production.

Another factor that makes Weedon Corrugated Products different from the competition is Less-flute, our own environmentally friendly, economical fluting profile. This gives the same performance as B flute but, because you can fit more product on a pallet, it offers a space saving to the customer. It also has a better print surface, which gives an overall improved appearance. I have noticed a lot of our customers are taking advantage of Less-flute now.

Q) What do you do in your spare time?

A) I like to cook, so usually I am either watching the latest cookery show on television or planning my next meal. I also enjoy a walk in the countryside, taking in some good quality fresh air and listening to the birds singing – nothing makes me happier. This summer it is my mission to get into gardening and maybe grow some vegetables. I am also intending to buy a bike and take up cycling. Wish me luck!

Smarty Pop-ups – Coming to a Supermarket near you!

In the last edition of BoxPops we revealed that we had been awarded exclusive rights in the UK and Ireland to manufacture Smarty pop-up displays. We are now delighted to announce that we are involved in discussions with a leading global food business which is looking to use Smarty as its principal floor-standing display unit to promote its range of snacks throughout Europe.

Smarty pop-up Point of Sale display units 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.

So look out for Smarty when you're out shopping! It should be in stores near you soon.

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

New Die-cutter is Streamlining Manufacturing Operations

Our new Bobst high-speed flatbed die-cutter is now up and running at our factory in Audenshaw, Manchester. As a result some work which previously had to be done at our Hednesford factory has been transferred to Manchester. This means that customers in the North West will now find all their work with us can be completed in Manchester – which means enhanced service and delivery schedules.

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 has increased our capacity for die-cut corrugated packaging by over four times and given us greater flexibility in managing production across our two manufacturing sites.



The Three Peaks Challenge

In a 24-hour period from 1-2 August, nine members of the Weedon Group will be attempting the Three Peaks Challenge in aid of charity.

The intrepid team of nine walkers, supported by three drivers, will aim to climb Ben Nevis, Scafell Pike and Snowdon. If all goes to plan, it can be done in 13 hours' walking plus 11 hours' driving between the peaks.

Last year Peter Weedon, Group Operations Director, was part of a team of six walkers who undertook the Three Peaks Challenge, raising money for Teenage Cancer Trust. This year, Peter and the other eight members of the team hope to raise £4000 for Hope House Children's Hospice near Oswestry, My New Hair (a charity providing wigs for cancer sufferers), MIND and the Alzheimer's Society.

If anyone would like to sponsor our attempt and donate to these four charities, please visit our Just Giving page: www.justgiving.com/teams/TeamWeedon. Thank you for your support.



POS Gone Wrong!

A 'back to school' promotion snapped recently in a store in China – perhaps schools out there are a lot tougher than in the UK if they need to tool up with knives!!!!

Services for Merchants

We now have a specialist team supporting the merchant (trade) sector. A booklet describing our services to this market, plus useful information about board specifications and a glossary of terms, is available free to merchants. Please email Sarah or call her on 01543 423838 for your copy.



Industry Insight

Corrugated SRP is the discounters' flexible friend

Corrugated Shelf Ready Packaging (SRP) is playing a key part in the rise of the discounters, according to an [article](#) in Materials Handling World Magazine.

Aldi and Lidl now make up 9% of the British grocery market, up from just 5.4% in 2012. A significant factor in this success is quick stock turnaround, which is where the versatility of corrugated SRP comes into its own, says the Confederation of Paper Industries (CPI).

Discounters require functional packaging to make optimum use of shelf space and are big users of corrugated SRP. Multi-purpose packaging that speeds up the process of getting goods on display once delivered to the store is essential for maintaining footfall to the tills.

The UK Corrugated Industry has invested heavily in designing boxes which save on storage space and cut costs. It is also incorporating easier opening features, such as perforations, to give quicker access to products. It is an adaptable packaging material which not only provides protection but also vibrant and innovative packaging.

Corrugated is Still the Most Recycled Packaging Material in the US

An [article](#) in Supermarket News reports that, for the fourth consecutive year, 90% of the corrugated packaging produced in the US was successfully recovered for recycling, mostly into new paper products. Corrugated recovery has been rising steadily for decades – from 54% in 1993, to 80% in 2009, to 89-91% in 2011-2014. This means that corrugated has a smaller environmental impact on our planet than any other packaging material.

Handle with Care!

Don't let your corrugated packaging spoil before you use it! Practical guidelines on how best to store and handle corrugated are available in an [article](#) in Packaging World.



HANDLE WITH CARE

Weedon

Group

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