

## It's official! Less-flute, our range of environmentally friendly, economical board grades, is a success!



*Perfect Pizza and Meadow Vale Foods – two customers who have taken advantage of the special properties offered by Less-flute.*

Since we began manufacturing Less-flute on our in-house corrugator just over a year ago, we have produced over 5 million square metres of the material – enough to cover 760 rugby pitches! In the process, this lighter board has saved the equivalent of 500 truck-loads of deliveries compared with using traditional B flute board grades.

We introduced Less-flute in mid-2014 to meet growing demand from the Retail Ready

Packaging (RRP) market. Because you use less material – without forfeiting strength – Less-flute reduces supply chain costs significantly. It takes less space in stock, you need fewer lorries to transport products made of Less-flute and manufacturing consumes fewer resources.

Less-flute also offers a better surface for printing, which improves the appearance of the finished product and, because it is thinner, it is more efficient in production.

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eCommerce packaging

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Group Operations Director

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Less-flute is suited to many sectors but is proving particularly attractive to food manufacturers and the fast-moving consumer goods (FMCG) market.

In addition, the introduction of LE double wall now offers the Point of Sale display market a fully recycled display board grade too, which is also more space-efficient than the EB option.

It seems that Less-flute is a winning solution!

**We wish all our customers and suppliers a very  
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.

## Smarty instant pop-up displays A Case Study for Henkel

### Customer Profile

Henkel is a large multi-national organisation with leading brands in three areas: adhesive technologies, beauty care and laundry & home care. Their products include brands such as Persil, Schwarzkopf and Loctite.

### The Problem

- Henkel was looking for new ways to streamline its in-store merchandising. The company wanted to make implementation of its Point of Sale (POS) displays quicker and easier, thus reducing costs.
- The stand had to be strong enough to carry a heavy product (60kg) – tubes of No More Nails adhesive.

### The Solution

A Smarty instant pop-up POS display unit!

- Amazingly quick to assemble
- Eye-catching
- Extremely strong – suitable for heavy products

We ran a trial for Henkel – their response was that this was one of the best units they had ever used!

### The Benefits

Smarty floor stand displays:

- Go up automatically (typically in under 3 seconds), dramatically reducing in-store implementation times (and costs!) compared with traditional floor stand designs
- Strong and able to withstand significant weight – ideal for heavy products including cakes and beverages
- Perfect for retail operations where pre-filled displays are unsuitable

### Weedon PSC – the right partner for the job

We have exclusive rights in the UK and Ireland to manufacture the Smarty range of patented designs for instant pop-up POS display units. We offer both off-the-peg shelf and floor standing displays, as well as units made to order.

Smarty products also include promotional displays to communicate a brand message – miniature totem displays, cubes and dump bins, all manufactured to Smarty's innovative patented specifications.



## What's New eCommerce packaging

To meet the growing demand for on-line shopping, we have introduced a range of postal and courier packaging to ensure products are delivered in pristine condition. This includes one-trip postal packaging, post and return packaging and gift boxes.

Our eCommerce packaging is all made from 100% recycled materials and is fully recyclable after use. We offer various security options, as well as easy opening and ease of return.

Internal printing on this packaging offers a significant marketing opportunity or the option to convert a postal box into an attractive gift box.

For example, we recently developed a range of packaging for the LoveLula organic skincare range. Printing on the inside of the packaging gives LoveLula an opportunity to promote their manifesto, and we included an easy-open tear strip for tamper-evident security in transit.



*LoveLula – an example of what we can do for dot-com businesses*





# An Audience with...

## Peter Weedon, Group Operations Director

### Q) What was your first position when you started your career in the corrugated industry?

A) Whilst a student, I worked on the factory floor of a couple of corrugated plants, but after university I started in a completely different industry. I was involved in the marketing and sales of equipment used in the semi-conductor industry. My first real venture into the corrugated business was when my brother, John, and I purchased the Hinton Case Company back in 1987. Although my job title was the same as it is now, I was much more hands-on back then and covered all aspects of the business.

### Q) How has the company changed over the years?

A) It is literally unrecognisable from our humble beginnings. Hinton Case was a traditional sheet plant, employing 12 people. We had a first year turnover of £200,000. The first big change was the move into the display market. We were one of the pioneers in this field in the UK and over the years we have grown and developed to remain at the forefront in the Point of Sale world, introducing our customers to industry-changing products including Easi-Clip and, more recently, the Smarty Display system.

The establishment of i2i europe in 2003 has been key to the growth of the Weedon Group. Working closely with our customers means that we can offer expertise and

advice which, in turn, adds value to their businesses. The acquisition of Weedon Corrugated Products in 2011 and the introduction of new flute profiles in 2014 meant that we were able to take control of our corrugated sheet supply base.

We have evolved from that first small sheet plant into a group of companies which can now offer end-to-end solutions to our customers. Today we employ over 200 people and we turn over around £20 million a year. Hopefully, though, we have retained that sense of being a family business. A lot of people have made this all possible and I hope they share my pride in what we have achieved together.

### Q) What does your position within the company involve and what aspects do you most enjoy?

A) I am the Group Operations Director, with responsibility for the manufacturing, commercial and internal sales aspects of the business. In essence this means ensuring that we exceed our customer expectations in a cost effective way. Over the years, my work has focused increasingly on developing the team and I genuinely enjoy being a part of this team. Seeing everyone pull together to deliver something special, like the Back To School range of work earlier this year, is really gratifying.

### Q) What is your vision for the Weedon Group over the next 5 years?

A) I think the potential for the Group is amazing. There are fewer independent companies like us around nowadays and our emphasis has to be on customer satisfaction, as this is what will make us stand out from the giant groups that we compete against. It is great that we have Andrea Gratton focusing on this area and helping us to evolve the whole customer experience.

I am really excited about our investment in Weedon Corrugated Products. I think that growth at both our sites is going to be driven by print – an area that we can

already be really proud of. We will see huge changes over the next five years in the use of digital print as it replaces traditional processes, both in display as well as conventional packaging.

If the right acquisition opportunity became available, we might also see growth in the Group as a whole.

### Q) How would you describe that extra special something that the Weedon Group offers its customers?

A) I would like to think that our customers can trust us to be there for them. We understand the demands placed on them by their customers and we work hard to deliver a solution to their problems. Right through from concept to delivery, our team pulls together and will rise to any challenge. I think this adds real value for our customers.

### Q) What is the biggest challenge you think our industry is facing?

A) The change in the retail market-place and the move to on-line sales is going to impact hugely on the industry. The challenge will be to produce cost-effective solutions for on-line sales, as items are individually packaged and transported. For items sold in store, there will be ever increasing competition between the retailers. This will drive the need for innovation to take cost out of the supply chain and to improve the appearance of on-shelf packaging.

### Q) What do you do in your spare time?

A) Outside work, my life is dominated by my love of coaching rugby. I am head coach of Barton under Needwood RFC. I also love walking. It may seem a bit sad, but ideally I like to walk in as remote a place as possible without a phone signal! My wife, Amanda, and I also love travelling and exploring the world. When I am not doing any of that, days when we can get together with our children, Joanna, Steph and Alistair, and now our grandson, Nathaniel, are really special.

## Tesco Values Award

We are delighted to announce that Weedon PSC has been awarded a Tesco Values Award in recognition of our contribution to their best ever Back to School promotion.

The retail giants have recorded a huge market share increase in their Back to School stationery sales this year, largely due to the stunning range of POS displays created by our designers.



## The Three Peaks Challenge

On Friday 31 July six walkers and two drivers left Weedon PSC for Fort William to embark on the national Three Peaks Challenge at 9 o'clock the following morning. The aim was to climb Ben Nevis, Scafell Pike and Snowdon, and to travel between the three peaks, sleeping in the minibus, all within a 24-hour period – 13 hours' walking plus 11 hours' driving.

Initially, everything went to plan. After Ben Nevis, the team was ahead of schedule, despite driving rain on the descent, when disaster struck! The fish and chip shop on which they were relying for sustenance had gone out of business! Quick thinking from the drivers – and a fortuitously situated branch of MacDonald's – saved the day and the team set off for Scafell.

They reached the summit as night fell and came down in the dark. Sporadic sleep en route to Snowden was aided by a tot of whiskey, courtesy of the drivers and their educational stop at the Ben Nevis distillery!

At Snowden, the team walked into the sunrise and kept ticking off the landmarks on what became a very hard slog to the summit. With the end in sight, they set off down the mountain with renewed energy, arriving back in the car park just inside the 24 hours!

Altogether, the team raised nearly £6000 from sponsorship, which was divided between five charities: Helping Nepal, Alzheimer's Society, MIND, My New Hair and Hope House Children's Hospice.

Next year? Nobody is quite sure yet!



# Industry Insight

## Corrugated packaging reduces waste in the fresh produce supply chain

In an article in [Produce Business UK](#), Andy Barnetson, Director of Packaging Affairs for the CPI, describes how corrugated makes ideal packaging material for the fresh produce industry, particularly after a mixed summer. Corrugated can help growers control costs and waste in the supply chain by protecting crops that might not be as robust or are smaller than usual due to adverse weather conditions.

Corrugated's ability to adapt to all shapes and sizes – it can be modified for different crops and misshapen produce, thereby reducing the potential for bruising and skin damage that can sometimes occur with rigid packaging – as well as its impressive protective qualities, can mean improved saleability for fruit and vegetables.

There is a misconception that packaging contributes to food waste. A survey by WRAP (the Waste and Resources Action Company) revealed that 61% of people think fruit and vegetables deteriorate faster in packaging. In reality, cucumbers, for example, last more than twice as long in their original packaging than when stored naked, while salads remain fresh almost five times longer when packaged.

In addition, innovative technology is constantly improving corrugated's in-store performance. For example, High Quality Post Print (HQPP) has transformed corrugated packaging from protective transit packaging into multi-functional, colourful retail ready packs, without compromising product integrity. Liners and coatings are being developed for corrugated material to provide even greater food freshness. New flutings can save up to 23% storage space in transportation, offering more efficient logistics management through better use of pallets, resulting in fewer vehicles on the road.

Corrugated packaging can save fresh produce suppliers money by being manufactured to the optimum size suitable for transportation to shelf, and it does not need a high temperature regular wash regime to ensure hygiene standards.

## Consumers prefer cardboard packaging for their deliveries

According to an article in [Material Handling World magazine](#), British shoppers prefer to see their purchases packed in cardboard. They cite as reasons the fact that it offers better protection than polystyrene for goods in transit, and it is the easiest material to recycle.

The international market research company, YouGov, conducted a nationwide online survey for the Confederation of Paper Industries (CPI) which found that 40% of 2,030 respondents who have goods delivered to them thought that cardboard offered the best solution for their purchases. 37% opted for polystyrene and 7% prefer plastic. Significant support for cardboard packaging came from all cross-sections of society.

Consumers were also asked which, if any, packaging material is easiest to recycle afterwards. Cardboard and paper came out on top with the backing of a huge 85% of respondents (55% and 30% respectively), against just 7% for plastic and 1% for polystyrene.

This YouGov poll backs up earlier research which indicated paper-based packaging materials also have a positive influence on consumers' purchasing decisions in-store.

Both shoppers and retailers are recognising that the flexibility and qualities of corrugated in terms of sustainability, hygiene, logistics and protection give it a significant edge over other forms of packaging.

## Weedon

Group

Weedon Group Ltd, Anglesey House, Anglesey Business Park, Littleworth Road, Hednesford, Staffordshire WS12 1NR  
Telephone: 01543 423838 Email: [peaceofmind@weedonpsc.com](mailto:peaceofmind@weedonpsc.com)

Weedon

Packaging Solutions Centre  
[www.weedonpsc.com](http://www.weedonpsc.com)

i2ieurope

Creative Solutions  
[www.i2ieurope.com](http://www.i2ieurope.com)

Weedon

Corrugated Products  
[www.weedoncp.com](http://www.weedoncp.com)