

Top Grade Food Hygiene Certificate for our Manchester Factory



Weedon Corrugated Products, our factory in the North West, has passed its recent BRC (British Retail Consortium) audit for quality and food safety at the highest level, level 'A'.

The BRC operates a programme of internationally recognised hygiene standards for the packaging used for food and drink. Accreditation at level 'A' means our customers can be 100% confident that our manufacturing processes will deliver top quality corrugated packaging for the food and drink markets.

Based in Audenshaw, Manchester, Weedon Corrugated Products is one of the country's leading independent manufacturers of corrugated packaging. We had previously held BRC accreditation at level 'C'. This improved performance demonstrates the effectiveness of changes in the management systems since the company was acquired by the Weedon Group in 2011.

Managing Director, John Weedon, commented:

"Within the Weedon Group we are dedicated to providing a top quality service to our customers. BRC provides the industry-wide benchmark for food safety and quality and level 'A' is the pinnacle for us to aim at when packaging food.

"This accreditation relies on the efficiency of our systems and processes and our attention to detail. It is testimony to the significant improvements that have been introduced at our Manchester factory and to the hard work of all our staff who have adopted new working procedures."

Weedon Corrugated Products is already accredited to the ISO 9001:2008 quality management standard and by the Forest Stewardship Council (FSC), which guarantees that the company is using timber and forest products produced from well-managed forests.

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Design Manager, Weedon PSC

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Industry Insight

We wish all our customers and suppliers a very Happy Easter.



e-Commerce: Convenience Built on a Mountain of Cardboard



The New York Times recently highlighted the growing mountain of cardboard waste accumulating as a result of the growth in e-Commerce.

Americans are becoming increasingly concerned that something isn't right with their Internet shopping habits. With each new delivery to their doorstep – sometimes several in a day – they face another cardboard box. And when they open the shipment, they are often confronted with a Russian nesting doll's worth of boxes inside boxes to protect their electronics, deodorant, clothing or groceries!

Scientists and policy-makers are worried about the same issue, grappling with the long-term environmental effect of an economy that runs increasingly on immediate gratification.

The new priority for Internet retailers is speed. In the US, Google Express can deliver in a little less than two hours from dozens of stores – including toys, medicines, hardware and pet supplies. But Amazon is setting the pace in the e-Commerce industry. The online retailer boasted in a news release in December about its “fastest order delivered to date” – a Miami customer's craving for a four-pack of Starbucks vanilla frappuccino was sated in ten minutes flat! Amazon's Prime membership service has grown to more than 50 million subscribers, by one estimate. (And, according to Amazon's website, its new faster service, Prime Now, can “get customers pretty much anything in minutes”.)

The environmental cost of this convenience is staggering. It is not just the additional

cardboard – 35.4 million tons of containerboard were produced in 2014 in the United States, with e-Commerce companies among the fastest-growing users – but also the emissions from increasingly personalised freight services.

On the plus side, there are potential trade-offs. For example, as people shop more online, they might use their cars less. And delivery services have immense incentive to find the most efficient routes, keeping their fuel costs and emissions down. For its part, Amazon said that delivering to consumers straight from huge warehouses cuts down the need to distribute to thousands of stores.

But, so far, shoppers appear to be ordering online while still driving to brick-and-mortar stores as much as in the past. At least for now, online shopping appears to be complementing brick-and-mortar shopping, not replacing it. It seems people who shop online also like to see and feel things, and they have to return things too. In addition, the demand for instant delivery, in particular, creates challenges for delivery companies trying to be efficient. Instead of taking big truckloads to single retailers they now make more scattershot deliveries. Many drivers deliver just one item.

Amazon is aware of the cardboard issue. Since 2009, it has received 33 million comments, ratings and photographs about its packaging as part of its packaging feedback programme. Amazon said it used that feedback to make sure that cardboard box size was consistent with the size of the product. It also works with manufacturers to send some products without additional cardboard packaging.

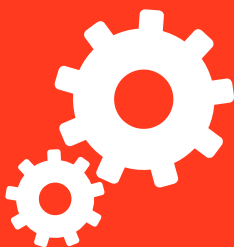
The industry is making considerable efforts to protect the environment, and 90% of corrugated packaging is recycled. However, recycling has its own costs, including the emissions from shipping it to recycling centres, which themselves use a lot of energy and water.

As in so many cases, trends in the UK often follow close behind our Transatlantic cousins. If we aren't to be buried under a mountain of cardboard, then Internet suppliers here also need to look at ways of reducing their packaging.

Various solutions are being put forward, with varying degrees of practicality and popularity. For example, it has been suggested that retailers should be made responsible for taking back their packaging, or that shoppers should simply reduce their consumption!

Packaging reduction offers a win-win solution with huge potential for saving on the use of raw materials, as well as reductions in transportation and waste. This option is particularly attractive to retailers since less resources at any stage of the supply chain means less cost.

At Weedon PSC we have pioneered the concept of ‘right-sizing’ – eliminating unnecessary packaging, extra boxes or layers, and using fewer or lighter components wherever possible. This reduces the price of packaging and can have a major effect on our customers' transportation and waste disposal costs. To find out more, visit our [website](#).



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.

A One-Stop Shop for Corrugated Packaging A Case Study for JZ Flowers

Customer Profile

JZ Flowers are a leading producer of floral bouquets for retailers in the UK. Based in Yorkshire with significant operations in Holland and Ireland, the company selects and packs over 450 million stems a year, supplying major retailers including Iceland and The Co-operative.

The Problem

- JZ wanted bright new packaging to boost its daffodil business, both for its existing customer, The Co-op, and to attract new business from Iceland.
- The unseasonably warm weather through the winter had significantly reduced the timeline – in 2016 daffodils would need to be harvested one month earlier than usual

The Solution

- In-house experts in both graphic design and structural packaging design, as well as manufacturing facilities, to handle the whole project from concept to delivery, streamlining the production schedule and minimising time lost

- Colourful, eye-catching designs to drive sales

The Benefits

- By providing a complete end-to-end service, we can control all stages of the project to meet the tightest of schedules.
- Our creative graphic designers came up with something that really stands out from the crowd.
- Our design was a key factor in JZ's successful pitch to Iceland.

Weedon PSC – the right partner for the job

- Award-winning graphic design team for the creative ideas to get your product noticed in store
- Innovative structural designers to solve even the most complex packaging problem
- Working closely with our customers to ensure all their requirements are met
- Offering a complete service in-house, including both design and manufacture, to provide full control over all aspects of a project



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

What's New Flexo-printing with Fluorescent Inks



Packaging for CeDo for refuse bags for Lidl, printed in fluorescent orange and blue

Until now, if you wanted corrugated packaging printing in fluorescent colours, you had to use litho-printing (printing on to paper which is then laminated on to board before being made into boxes). Flexo-printing (printing directly on to board before it is made into boxes) is cheaper, but traditional fluorescent inks do not give good coverage when flexo-printing.

Fluorescent ink can therefore add significantly to the price of packaging.

Now, however, a solution is available. We have worked with Earthinks, our ink partner, to develop a new fluorescent ink which can be used when flexo-printing. And the other good news is that the use of this new ink in flexo-printing delivers print quality comparable with litho-printing.

Like all inks manufactured by Earthinks, the new fluorescent inks are environmentally-friendly and water-based – up to 100% of synthetic chemicals are replaced with natural equivalents. In addition, Earthinks offer stability over long runs due to their unique pH-independent technology, which improves colour consistency.

Weedon PSC has exclusive rights to use Earthinks fluorescent inks on our corrugated packaging. We already have exclusive rights to use Earthinks inks on our corrugated packaging and to produce Retail Ready Packaging and Point of Sale displays using the Earth Coatings range of environmentally-friendly, water-based coatings.

Another example of how we work closely with our customers to find innovative ways to reduce their costs and improve quality!

An Audience with...

Trevor Woodford,
Design Manager,
Weedon PSC

Q) What does your job entail?

A) We have both graphic designers and structural designers at Weedon PSC. My job is to manage the structural design side of operations. This means planning in briefs for costs, the production of concept samples and assembly guides, and the development of mock-ups etc. I oversee the scheduling and make sure everything is completed on time, and of course, I am still very much a hands-on designer myself.

Q) How long have you worked for Weedon PSC?

A) I have worked for the company for over 25 years in various roles, starting in production but then moving into design in the early 90s. I have been a Design Manager for the last 15 years.

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

A) The Weedon Group has grown physically from one small factory unit with around 20 staff and very little technology to a major packaging group of three companies. When I started, it was a small factory, with a few people just making 'brown boxes'. Now it is a large multi-site group of companies encompassing corrugated board manufacture, packaging, Point of Sale displays, project management and co-packing.

When I started, the design drawings were done with 'pencil and paper' and sampled with rulers and Stanley knives, so the move to computer-aided design - CAD - and the use of sample tables has been the single largest change. This means we can do far



more design work with greater accuracy. On top of that, the CAD drawing is the key drawing for the whole of the production process which makes for easier transfer into production. So yes, I have seen a lot of change within the company.

Q) What do you find most challenging and most rewarding about your job?

A) The biggest challenge is the need for ever shorter response times to enquiries. Technology is a great aid and has speeded up the process and reduced lead times, but the actual human thought process of design - the creative process - is a constant and cannot be hurried.

Seeing something you started as a concept actually in store, functioning well and fulfilling its role - that is the most rewarding part of my work.

Q) Away from Weedon PSC, what do you do in your spare time?

A) I restore old Minis. I currently have four - one is on the road, driven by my son, another is nearly finished and two are 'in stock', awaiting time and funds!

Corrugated for Kids!



We spend our working week trying to solve big commercial issues for big companies. Sometimes we underestimate what fun corrugated can be!

Industry Insight

Poll Gift-Wraps a Christmas Boost for the Corrugated Industry

According to an [article in Packaging Europe](#), more people prefer their festive gifts through the post packaged in cardboard than any other format.

The publication cites the results of a YouGov poll commissioned by the Confederation of Paper Industries (CPI). Of those responding, 47% said they preferred to receive their presents packaged in cardboard, 10% opted for polystyrene, 9% paper and just 4% preferred plastic.

In addition, it seems that 41% think cardboard offers the best presentation without compromising protection of the contents, against 16% for polystyrene, 9% for paper and 7% plastic.

Weedon

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