

Less-Flute

A Case Study for Meadow Vale Foods

Weedon

Corrugated Products

Customer Profile

Meadow Vale Foods is part of one of the UK's largest independently owned and operated agri-food businesses. The company is a leading supplier of processed frozen poultry products to the food service and retail industries.

The Problem

- How to improve the print quality on boxes used for the company's range of frozen chicken products.
- How to improve storage space utilisation.

The Solution

- Less-flute – Weedon's range of innovative, economical board grades which use eco-friendly paper in a new improved flute profile. Less-Flute provides better print quality, cost efficiency and sustainability than conventional B flute options.

The Benefits

- Less-Flute offers a better surface for printing, improving the appearance of the finished product.
- Less-Flute is thinner than B flute, so it uses less material – without forfeiting strength – which minimises size on a pallet. Meadow Vale Foods now need less space to store their empty boxes and have more space for production – pallet space utilisation has improved by 30%.
- Because we produce Less-flute in-house, we have greater control over costs, quality and production schedules. So we can offer our customers an even better service.

Weedon Corrugated Products – the right partner for the job

- We work closely with our customers and understand their needs and their aims. We take a proactive role and regularly introduce our customers to new ways of improving their packaging.
- Our team includes experts in structural design who have the knowledge and experience to recommend the best materials for each job. We already supplied Meadow Vale Foods with B flute packaging but, when we realised we could add value with our innovative new range of boards, we ran a trial for them at our Development Centre in Manchester to show the potential improvements.



For more information, please contact us on 0161 320 0026,
email enquiries @weedoncp.com or visit our website: www.weedoncp.com