

# From SRP to RRP

## A Case Study for CeDo

Weedon

Packaging Solutions Centre

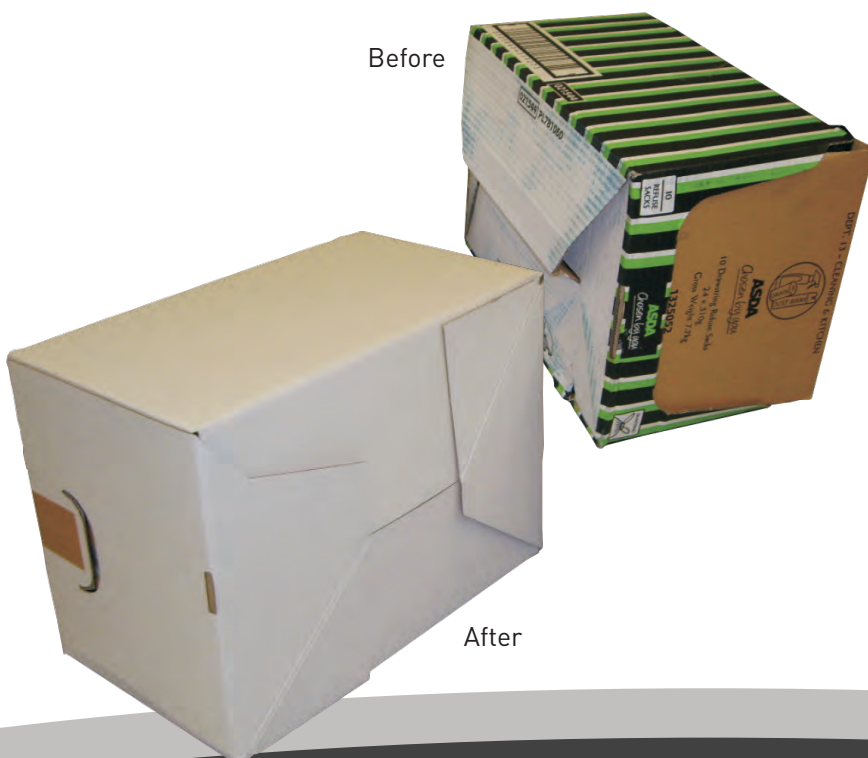
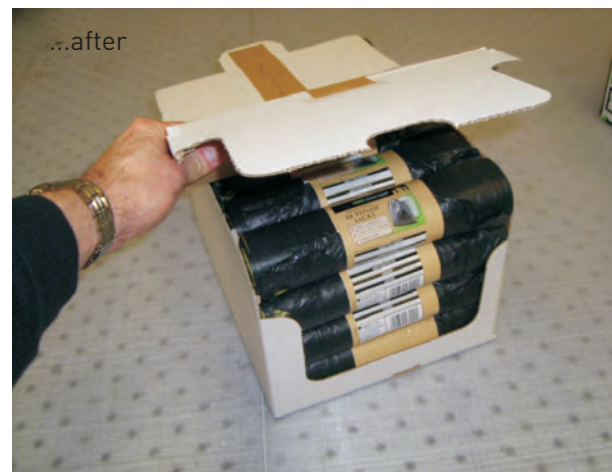
### Customer Profile

As a European market leader, CeDo produces a comprehensive 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 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. This often damaged the sides of the tray which then looked unattractive and unprofessional on the shelf.
- The box was manufactured uneconomically in two pieces.



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## The Solution

Weedon PSC created an innovative new design for stronger, more secure one-piece Retail Ready Packaging (RRP), using Less-Flute, its 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.

## Weedon PSC – the right partner for the job

- Weedon PSC are experts in Retail Ready Packaging (RRP) – both manufacture as well as design.
- Our structural designers have wide experience and provide innovative solutions to meet even the most complex of logistical problems.
- We work closely with our customers to ensure their exact requirements are met.



Before...



...after