

# Increasing Packing Speed

## A Case Study for Willy's ACV

Weedon

Packaging Solutions Centre

### Customer Profile

Tyrrells founder, Will Chase, set up Willy's ACV in 2017 to produce apple cider vinegar (ACV) on Laddin Farm in the village of Little Miracle in Herefordshire. The benefits of fermenting apples into cider and other products have been recognised since Roman times and Willy's ACV is marketed as a health product.

### The Problem

We were invited to undertake a packaging review at Willy's to identify potential savings in materials, labour and costs. We noticed that the company was packing bottles by hand, into secondary packaging that consisted of a printed box with a separate six-cell divider inside. This was very labour-intensive and was slowing down the packing speed.

### The Solution

- Our award-winning structural team designed a one-piece carton with an integral divider.
- The boxes have a crash-lock base for quick and easy assembly.
- The new design uses less material in the construction of the boxes.

### The Benefits

This solution delivered significant benefits in a number of areas:

- Increased packing speeds
- Reduced labour costs
- Increased operational profit
- Reduction in tape used when packing
- Reduction in material used for the manufacture of cartons
- Reduction in waste within the supply chain
- Reduction in pallets used when delivering the packaging and savings on storage and transportation.

Overall, our new designs mean savings in materials used, which is good for the planet, and cost and labour savings for our customer.

Willy's ACV was delighted with our new designs and has rolled them out across all main product lines.



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