

The Weedon Group Launches a New Website for 2023!

New Website Launch

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As part of our ongoing investment programme at The Weedon Group, we have designed and built a new website for 2023 with our customers at the forefront. The new site is easy to navigate on both desktop and mobile devices and brings all Group products and services under the Weedon Group banner for the first time, making it easy for visitors to find what they are looking for.

We have incorporated new, enhanced 3D visual technology on some of the pages to allow images to be clicked on and rotated in order to fully view our packaging and POS units from all angles. Product animations are also used to create a visually engaging look and feel.

As the UK's leading independent corrugated manufacturer of packaging and POS display, it was important to invest in new technology and develop a state-of-the-art website that reflects our Group brand and message.

The site is easy to explore and contains information about our environmental ethos and accreditations as well as easy to digest details about products and services, such as bespoke eCommerce packaging, pre-filled displays and transit packaging. We also cover our structural design, testing capabilities and retailer expertise and the benefits of these to our customers.

The use of video throughout the site enhances the user experience and allows visitors to see what our packaging and POS can do for them first hand.

Managing Director John Weedon comments:

“As part of a recent investment programme across both sites, resulting in new and increased capabilities for the Group, we needed to develop a website that reflects who we are and what we can do for our customers. We have received a lot of positive feedback from people using

the site and are very pleased about what it adds to the business.”

You can get to the site by going to weedongroup.com and keep up to date with the latest news by visiting our news section, which contains case studies, newsletters and press releases.

There are various ways to contact us throughout the site as well as our live chat feature so it is easy to find what you need or talk to someone who can help.



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.



Bringing the Wow! Factor to eCommerce beauty. A Case Study for Liberty's

Customer Profile

Liberty's is a luxury department store situated in London's West End and has been trading since 1875. Widely known for its bold and floral print fabric designs Liberty's has gone on to become a leading icon of British beauty retailing. The Beauty Drop is the new Liberty subscription service.

The Problem

Liberty required an eCommerce packaging solution for their new Beauty Drop service that had to be easy to assemble and pack, as well as being robust enough to cope with the mail delivery systems. The packaging also had to be high quality to reflect the Liberty brand identity.

The Solution

• We delivered an end-to-end service that managed the whole print and production process starting with

digital proofs, samples and final production run of 50,000 boxes, all completed within a tight delivery deadline.

- We manufactured a self-locking Litho-laminated box that is printed with one of Liberty's iconic flower prints on the inside.
- By including peel and seal tape plus zipper opener, the box did not require additional tape when sending out and made it easier to open for consumers.
- We were also able to provide improved cost-efficiencies leading to a significant overall reduction in unit cost of over 40%.

The Benefits

- Great for brand impact – by selecting strong imagery or bright colours your brand is able to stand out and be more memorable to consumers.



- Durable and reliable – litho-laminated boxes are strong and versatile, suitable for both heavy and lightweight products.
- Recyclable – Litho laminated packaging is made from materials that are environmentally friendly and fully recyclable.

Read our other case studies to find out how we have used our expertise to solve specific packaging problems.

What's New

Weedon Direct launches a new range of printed boxes



Weedon Direct, our online store, has just launched a new range of flood colour printed postal boxes, ideal for gifts and small businesses who are looking for something different from their packaging.

Weedon direct has always been able to offer innovative packaging solutions in plain brown at a competitive price, and the business is rapidly growing a base of new and returning customers looking for excellent quality products. We are always listening to our customers and looking for solutions to give them what they need.

While our brown postal box designs are excellent cost-effective, discreet solutions for people wanting to send items through the post, we quickly became aware that some of our customers were looking for something different to reflect their brand identity at a fraction of the cost of a bespoke design.

The new range caters for these requirements and is currently available in a range of colours.

For more information on the range, visit weedondirect.com

An Audience with...

Alan Brindley – Business Development Manager



Q) How long have you been with the Weedon Group and what is your role within the company?

I have been working for the Weedon Group 15 years now, having worked all my life in print and packaging. I look after some of the major customers for both sites externally negotiating some of the more difficult deals.

Q) What do you enjoy most about your role and what do you find most challenging?

I have always loved packaging as you get to see lots of different things being made from sausage rolls to starter motors and they all have the same issues, 'how do I pack this to protect it on its journey and get it to the end user in one piece'?

Q) What do you think makes the Weedon Group unique in the marketplace today?

The Weedon Group stands out for its print quality and multipoint glueing ability. If you add this to the e-commerce market that we have seen grow throughout the pandemic with peel and seal coming in to play then we can enhance the product and "WOW" factor of receiving it.

Q) What innovations do you see making a real difference to our customers?

We have to keep pace with technology whether that be printing techniques or watching what the retailer sectors are doing on speed to fill shelves with easy dispensing packs. Anything that can help the environment by reducing plastics and replacing with corrugated, driving Carbon Footprints down.

Q) What do you see as the next 'big thing' or hot topic in the packaging and POS industry?

In the POS sector I see that 3D and customised will start to grow and will undoubtedly enhance the product. Packaging will stay with the Biodegradable side of things with a growing demand on edible packaging if possible with paper products.

Q) What makes a 'good day' for you?

It's still a great feeling to have worked on a prospect to sell our product to them with all the benefits whether that be quality, service, development of design and it all coming together in an order being placed.

Q) What do you enjoy doing in your spare time?

Now I have hung up my pub landlord outfit, I enjoy nothing more than pottering around my garden getting the lawn to look like Wimbledon and then sitting back in my garden bar with a nice cold beer... Cheers!!

The Weedon Group releases its new Plant Based logo

The Weedon Group champions the use of corrugated board at the forefront of sustainable packaging materials, particularly in the current climate with companies looking to diversify from the use of plastics.

As part of an awareness campaign, we wanted to ensure that our customers know our packaging and POS solutions are fully recyclable and are made from sustainably sourced natural resources...trees!

The new plant based logo is designed to be eye catching and reinforce the natural origins of corrugated board as a packaging material and its recyclability as part of a circular economy.

We launched the new logo on our stand at the eCommerce Packaging & Labelling Expo in London where it generated a lot of interest and was very well received.



Weedon PSC Sponsors local youth football team

Weedon PSC have recently sponsored Burntwood Dragons Thunder under 15's football team with their 25th Anniversary club kit.

The team currently plays in the Mid-Staffs junior League – Premier division and travels to play teams from as far-afield as Stone as well as local clubs from Lichfield, Cannock and Rugeley.

The club had previously bought tops for their players but needed further new kit.

The sponsorship provided by Weedon PSC will buy new shorts, matching socks and further equipment for the team.



Industry Insight

The green growth revolution..

Sustainable packaging

There is significant potential for growth in sustainable packaging materials such as corrugated board with it's excellent environmental performance and convenience in all sectors.

Renewability and recyclability are the most important benefits of fibre based packaging, however many types of corrugated packaging can also be reused. Corrugated board has the added benefit of biodegrading in a very short space of time.

A sustainable industry

- 80% of UK-Made paper utilises recovered (used) paper.
- 7.1m tonnes of used paper and card were recovered in the UK for recycling in 2021.

Recovered paper is globally traded as a high quality product and serves as the backbone of the circular bio-economy. However, this recovery process needs a sophisticated infrastructure to support it.

Paper is by far the biggest volume of recycled material from domestic waste streams and around 3million tonnes of recovered paper are recycled in the UK annually.



Weedon

Group

Weedon Group Ltd, Anglesey House, Anglesey Business Park, Littleworth Road, Hednesford, Staffordshire WS12 1NR
Telephone: 01543 423838 Email: contact@weedongroup.com Web: www.weedongroup.com

