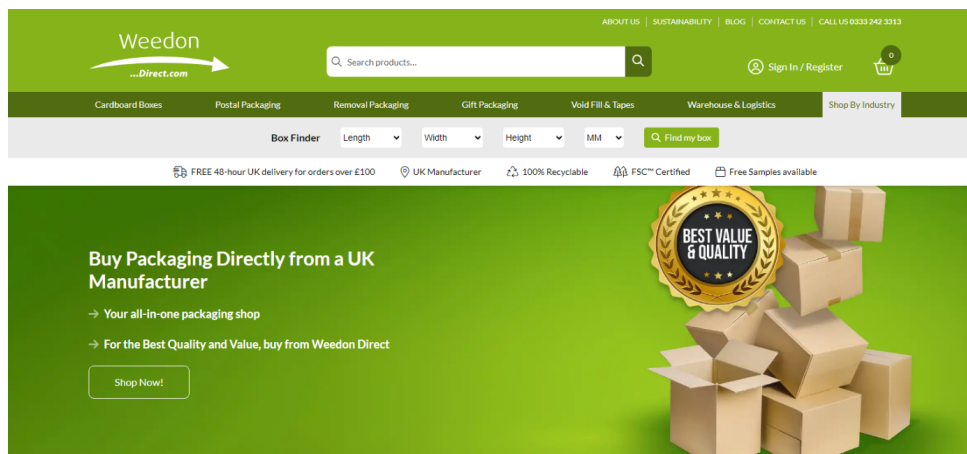


# Weedon Direct launches NEW website!

*Making it even easier for customers to buy direct from the manufacturer!*



Following a fantastic year of sustained growth, Weedon Direct has been focusing its attention on the user experience of its website.

Customers have always been at the heart of Weedon Direct and by listening to customer's needs and expanding the Weedon Direct range, it became clear that the original website was no longer providing the best possible experience.

Weedon Direct have worked closely with an experienced web development team to deliver state of the art technology and a user experience that exceeds expectations. As part of the improvements, the user journey has been streamlined, allowing for fewer interactions before being able to make a purchase.

The speed and performance of the site have been improved to make it easier for customers to interact with the site via both desktop and mobile interfaces and

the new aesthetic of the website reflects the sustainable nature of the product.

The website demonstrates our commitment to providing eco-friendly packaging for B2C and B2B customers. The layout is clear and images are high quality, showing accurate representations of the products and suggested use.

An increased product range is managed through intuitive menus and the use of product tables, where multiple sizes for the same product are available. There are different features within the site to help customers save money, with an indicator to show how close the order is to achieving free delivery, and suggestions for complimentary products.

Further developments to the site will include product videos to showcase how the packaging can be assembled and used, further enhancing the customer experience.

## Weedon Direct Website

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## John Weedon – Managing Director of The Weedon Group comments:

*As the UK's leading independent corrugated manufacturer, we are always looking to stay ahead of the curve and it became clear that it was increasingly more important for us to explore new channels and enable both B2B and B2C customers to buy direct from the manufacturer.*

*As a result, Weedon Direct has gone from strength to strength, growing exponentially as an integral part of the Group business, allowing us to adapt to a variety of customers and provide off the shelf market leading packaging solutions at pace.*

# 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.



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Creative Solutions

## Why make packaging more premium?

We would love to share some of our ideas about how we can make your packaging look more premium.

The challenge with any ecommerce packaging is how do you give your customer a quality experience without stepping foot in your stores?



It's down to the packaging to present your products in the best way possible to give your customer a great experience

We put our heads together and delved into all the things we know that makes good ecommerce packaging...

Give us a call to find out how we can help you!

01543 423838  
contact@weedongroup.com



## What's New

### Dynamic POS solutions for Warrior protein bars.



Warrior Supplements are a UK based brand, developed and manufactured by parent company Bodybuilding Warehouse in Manchester.

The range includes powders, snacks and bars. The Warrior brand was designed to bring to the market the best sports supplements in the world in order to improve the athletic performance of those who consume them.

Warrior approached us following our recognition by ASDA as experts for POS.

The project involved the need for a fast turnaround as they had an immediate opportunity to promote their range off shelf within ASDA and needed a partner who could support with design, artwork, manufacture and co-pack (the complete end to end

solution), to get these into stores quickly.

The campaign took the form of a counter top display and a co-packed FSDU in ASDA stores throughout the UK. The unit was designed to hold a variety of different bars from the range.

This was the first opportunity Warrior had to run a POS campaign within a major UK retailer and have since seen amazing growth within the category and have plans for many more promotions for 2024 and beyond.

What makes this campaign different? – The combined use of off-shelf and counter top POS displays disrupts the shopper at various stages within the store environment, leading to increased awareness and an uplift in sales.

# An Audience with...

Andrew Davis - Financial Controller



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

I've worked at WCP for 6 years as the Financial Controller heading up the Accounts department at Manchester and managing the Accounts team of me, Carole and Jacci.

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

I enjoy getting out of the office and onto the factory floor. Seeing the raw materials being processed on the machines into board and boxes which helps make more sense of the numbers and the transactions we handle in Accounts.

The most challenging element is dealing with situations I've no previous experience of and I try and approach these as learning opportunities to expand my skills for the future.

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

Being an independent SME means the business is big enough to handle major contracts while still being small enough to know all your colleagues and interact with all the other departments of the business.

Being a family owned business means the company is managed in a co-ordinated way from customers placing their orders right through to the delivery of customers' requirements.

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

Providing greener packaging solutions to help save the planet and save customers money as new packaging taxes are introduced to reward better recyclability.

**Q) Where does the finance department sit in a modern box plant?**

As well as complying with statutory requirements and satisfying the financial requirements of suppliers, customers and employees the Finance Department's most

important role is to provide financial information to help colleagues make better decisions for the business and be able to do their jobs more easily.

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

A good day for me is working with the Accounts Team to pull data together from different sources and make sense of the figures to produce useful information for decision makers.

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

I enjoy being outside in nature as a nice antidote to working in an office in Manchester. I try and keep fit by swimming.

I channel my creative side into my garden which I created from a flagged yard into a flower and herb garden. Constantly changing and developing, it or just sitting in it and enjoying it.

I've had an allotment for ten years where I grow soft fruit, including my prize-winning blueberries and much admired rhubarb. This season I've branched out into vegetables which opens up a whole new world of exciting opportunities down the allotment.

## 'All Aboard Cardboard!' - A Beyond the Box initiative for Recycle Week.



As members of the CPI The Weedon Group are champions of this message and the latest campaign from Beyond the Box....'All Aboard Cardboard!'

'All Aboard Cardboard!' has been launched during recycle week (16th – 20th October) and it's objective is to deliver a presentation to primary schools across the country to educate children ages 5 – 8 about recycling and the benefits of cardboard as a material.

The first visit from the Weedon Group team was to Kings Heath Primary school in Birmingham and comprised of Sarah Howson, Edd Perry and Rissa Edge, who did a fantastic job of portraying the 'All Aboard Cardboard' mascot Beanie the Box!

The presentation was delivered to three year 1 classes, each thoroughly enjoying the content and while learning more about cardboard and recycling.

The campaign will be delivered by Beyond the Box to schools throughout the country as the week progresses.

If you would like to know more about the campaign, please visit:

<https://cardboard.org.uk/>



Beyond the Box is an initiative from the CPI (Confederation of Paper Industries), that encourages people to learn more about the reusable, renewable and recyclable qualities of cardboard.

# The Weedon Group sponsors local rugby club

The Weedon Group are proud to sponsor Barton Under Needwood rugby club.

The sponsorship will initially be for a period of 2 years and will support the club with new kit, floodlights and ground developments.

Barton Under Needwood is a village based side with fantastic core values that align with the Weedon Group business.

The club has been growing year on year and is now home to over 70 players, running 2 teams, during a time when other clubs are losing players and struggling.

In testimony to their hard work and dedication Barton Under Needwood have won the Staffordshire Owen Cup and we look forward to seeing them go from strength to strength!



## Industry Insight

### Interesting facts from industry body FEFCO...

#### BIO BASED AND RENEWABLE

Corrugated packaging is made from natural and renewable resources. Paper and board packaging utilises an exceptional amount of recycled material, but fibres cannot be recycled indefinitely, so a steady stream of fresh fibres from sustainably managed forests will always be needed. Responsible harvesting of wood ensures long-term forest growth.

#### GOOD FOR THE PLANET

Corrugated cardboard stands out as a prime example of circularity. Why? Because recycling keeps materials such as paper and board alive for a long time. The sector is a frontrunner in contributing to the EU Green Deal: the recycling rate of cardboard exceeds 90% and corrugated has an average recycled content of 89%. This is a testament to the effectiveness of the well established, high performance recycling system. Corrugated cardboard packaging is

made primarily from recycled fibre coming from renewable resources, and it is biodegradable. Cardboard fibres can be recycled over 25 times, with no significant loss in quality.

#### DID YOU KNOW?...

- Between 2005 and 2020, European forest cover grew by 58,390km<sup>2</sup> — an area larger than Switzerland and equivalent to 1,500 football pitches of forest growth every day. (Two Sides analysis of FAO data, 2005-2020)

- Forests cover 40% of the European territory, with a total volume of 28 billion m<sup>3</sup>, and are growing by around 612 million m<sup>3</sup> annually.

- 90.6% of forests owned or managed by the European pulp and paper industry are forest management certified.

- Less than three quarters of the annual growth is harvested and a net increment of over one quarter of the annual growth is added to the forest stock, every year.



## Weedon

Group

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Packaging Solutions Centre

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Corrugated Products