

An exciting new chapter for The Weedon Group!

- John Weedon discusses innovation and the 2025 vision



2024 has been a year of development and evolution for The Weedon Group. Joining Zeus in April was part of a long term vision of security and growth for the business, our staff and our customers.

2025 will be the first full year of Zeus ownership. We are now fully engaged with all UK Zeus businesses as well as Limerick Packaging and Zeus Northern Ireland and our teams are working closely with Zeus.

On the back of this, Zeus intend to invest in both box plants for future growth. The strategy for the business is to become the primary corrugated supplier for Zeus UK and Ireland, and we have made a great start in 2024.

POS is a key area for growth in 2025 and the expansion of the Hednesford site shows this commitment with additional space enabling growth.

Weedon Direct will also have infrastructure investment as it evolves under the Zeus eCommerce business strategy, supporting other Zeus eComm business.

i2i Europe's role within Zeus will also expand as they support other Zeus businesses and customers with creative and artwork projects.

At the core of what differentiates Weedon Group from our competition is innovation. This focus has continued under Zeus ownership, as shown by this pack, developed and produced for Kerry Foods, Portadown in Northern Ireland, a customer of Limerick Packaging.

This design, using 2 crashlocks (at the top and bottom of the case), resulted in the development of a new piece of equipment to be added to one of our Bobst folder gluers. It shows the reach and expertise within

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the Weedon Group, enabling Zeus businesses to grow and develop as a result.

The Weedon Group has a bright and successful future ahead of it and 2025 looks likely to be a great start to this journey.



(Innovation for Kerry Foods)

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 Tik Tok stars to the retailer A Case Study for Big Potato Games

Customer Profile

Big Potato began in 2013 as a London based board game company. Ten years later the business has grown from 3 staff to 45 and from one game to over one hundred. Big Potato use reclaimed ocean plastic in their game cards and their products are available in 35 countries around the world. The business has received over 80 Million views on Tik Tok!

The Brief

Big Potato received a large scale opportunity in Aldi and needed a partner who could support them from start to finish with their first shipper promotion. They needed someone with experience to help manage and deliver their promotion in-store.

The Solution

We worked closely with Big Potato at every stage of the process to deliver peace of mind during their first shipper promotion.

The shipper was designed to hold a variety of different games safely in transit

and display them to maximise shopability and drive in store sales.

We worked with Big Potato to ensure maximum flexibility with product delivery dates in order to make the process as smooth as possible.

We provided support with retailer approvals, pallet sizes and transit trials to assure compliance. The unit was co-packed in-house and delivered straight to store to minimise complications and maximise impact.

The Results

We delivered over 1000 co-packed units to store, providing great visibility for the product and brand.

"Just a note to say a HUGE thanks for all your work on the Aldi FSDUs. Loved seeing the pics and very excited to do a store visit! It was a mammoth project, so the smooth running was hugely appreciated."
- Big Potato Games



Meeting Zeus...

An introduction to the Zeus Group



About Zeus

As a leading specialist manufacturing and distribution group, Zeus provides a diverse range of sustainable packaging solutions tailored to the unique needs of businesses worldwide.

History

Established in 1998 in Fermoy, Co. Cork, Zeus are the world's largest independently owned packaging business. Employing over 1,000 people across 30 countries, we are a truly global company serving customers in every industry.

Purpose

Empowering industries worldwide through comprehensive sustainable packaging solutions.

Group Businesses

Zeus has forged a global network of locations, offering customers versatile supply options across international markets. Our uniform approach to packaging solutions spans all sectors, providing expansive geographical reach for companies seeking a comprehensive one-stop-shop solution. Opting for Zeus enables customers to streamline operations, reduce stocks, standardise processes, leverage collective buying

power, reduce administration costs and tailor their supply chain requirements around packaging.

Community

From investing in charitable and community initiatives, ensuring a sustainable sourcing strategy, innovating environmentally friendly product & service solutions, to our ongoing drive to operate Zeus and encourage a Carbon Neutral footprint, we recognise the importance of the positive social & economic impact our support can have on the livelihood of people.



An Audience with...

Helen Broadhurst - Finance Administrator



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

It will be 4 and a half years this month and it has flown by. I do the payroll for all PSC and I2I staff, the pensions, and HMRC submissions. I also pay all of the suppliers and expenses and do the credit control for all PSC and I2I customers – ensuring they pay us to their terms. I also manage the clocking in / T&A system and do a lot of reports.

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

I enjoy that my roles mean I get to interact with most of the departments within the business in one way or another. It is also very important to me that everyone is paid properly. The most challenging aspect is the strict deadlines for all aspects of my job. Oh, and getting responses from our customers can also be challenging at times.

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

We are so quick to adapt to the changing market place, global pandemics and everything else. From an online presence to bespoke solutions, the Weedon Group are agile enough to react quickly and large enough to produce at scale.

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

The food and drinks marketplace is overcrowded with vendors vying to stand out from their competitors and compete with supermarket own brands. In addition, the green credentials of any product are now at the forefront for both our customers and consumers which puts us in a great position.

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

I watch the Earth Shot prize every year and two years ago the winner produced an alternative to plastic coating for food boxes made from seaweed. It's clear from the plastic tax that the move towards sustainable, re-useable and recyclable packaging is here to stay.

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

A good day for payroll is 'no news is good news'. If no-one contacts me on payday then it's usually all good. In terms of the rest of my job, logging on to the bank and seeing all the customer payments that I've been chasing and, my reports agreeing with HMRC and the pension provider.

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

I love spending time with my family but I'm an avid gardener and none of them are so I enjoy the 'me time' in my garden. Until I've mowed the lawn that is when my son and partner arrive with the football to wreck it. And music, there is always music playing wherever I am – I love going to gigs when I can. I also make candles and decorated bottles, but only when it's raining!

Driving sustainability - Achieving an environmental first for the Group with ISO14001:2015 accreditation

The Weedon Group prides itself on continuously driving environmentally sustainable practices throughout the business, from innovative waste reduction and fully recyclable products, to the use of environmentally friendly inks for corrugated packaging and Point of Sale Display.

Attaining ISO14001:2015 accredited status has been a fantastic achievement in recognition of the Group's already robust policies, practices and commitment to delivering sustainable packaging solutions. ISO14001:2015 is the internationally recognised global standard for environmental management systems (EMS), which play a vital role in how businesses measure, manage, control and reduce their environmental impact.

Achieving this certification demonstrates a commitment to environmental responsibility and sustainable practices. The certification provides transparency to customers and assures legal compliance in reducing environmental impact and

continual improvement in environmental performance.

The Weedon Group completed a rigorous audit process to achieve this certification.

"Environmental management and sustainability is at the heart of what we do, and we are proud to have achieved this certification as part of our Group commitment to drive sustainable practices throughout the business. We can give our customers the peace of mind that their packaging is manufactured to the highest environmentally responsible standards."

- John Weedon



John Weedon's marathon hike for Macmillan

On Saturday 14th September Weedon Group Managing Director, John Weedon took part in the Macmillan Mighty Hike along the rugged Northumberland Coast.

Having completed the half marathon hike in 2023, John took on the full marathon distance this year and completed it in an amazing 9 hours!

John smashed his personal fund raising target of £5000, with the total currently standing at £5500.

Macmillan support workers provide advice and invaluable emotional and practical support for people affected by cancer and the amount John raised could help to pay for a Macmillan support worker for 40 days.



The Northumberland Mighty Hike raised an amazing £1 million in total this year for Macmillan.

John's Just Giving page is currently still active for those wishing to donate to a

fantastic cause that could help so many people.

<https://www.justgiving.com/page/-john-weedon-1706648557796>

Heritage Industry Insight

The UK's oldest paper mill re-opens in 2025 after devastating fire in 2022.

Paper - Where it all begins...

Frogmore Paper Mill in Hemel Hempstead is the world's oldest surviving, mechanised paper mill. From the introduction of paper making in England in 1488, Frogmore has been at the heart of the industry.

The site is listed as a fulling mill in the Domesday Book and is still operational to this day, both as a functional manufacturing site and as a visitor centre and community hub.

January 2022...

Frogmore welcomed 15,000 visitors annually to the site until a tragic arson

attack in January 2022 destroyed the visitor centre and a number of important historical artifacts.

Today...

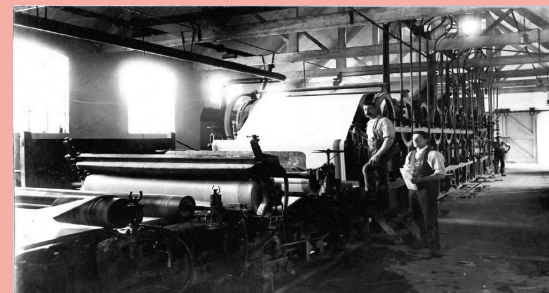
Since the devastating fire, The Apsley Paper Trail charity responsible for the site have been working tirelessly to restore Frogmore and it's heritage for generations to come.

The site will reopen to the public on 2nd January 2025 and will feature exhibitions that cover all aspects of paper application from artisan speciality papers to corrugated board.

Frogmore in the future...

Although the site is scheduled to open in 2025, there is still a huge amount of ongoing work needed to fully restore Frogmore as part of their 10 year redevelopment plan.

For more information, visit frogmorepapermill.org.uk



WISHING YOU A
MERRY
Christmas
& A PROSPEROUS NEW YEAR

CHRISTMAS CLOSING HOURS:
24TH DECEMBER TO 1ST JANUARY
OUR OFFICES WILL RE-OPEN:
2ND JANUARY

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