THE PRICE IS RIGHT
Calculate the ultimate cost of coding machine ownership – Rotech explains how

CIRCULAR ECONOMY DRIVE
DS Smith uses big thinking to redefine collection systems, starting with packaging design

A DIFFERENT DIRECTION
Denny Bros reflect on the latest Packaging Innovations Show and current industry attitudes

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ACTION-PACKED TIMES
It’s been another big month for plastic packaging-based news; and a lot of it positive. WRAP celebrated the first anniversary of its UK businesses Plastic Pact, UK supermarkets all made strides in reducing the amount of plastic packaging they use, new enzymatic technology for recycling was revealed by Carbios and L'Oreal, the BFP got a new President, a lab in California announced the invention of a new form of plastic made from a family of molecules called polydiketoenamines, which, held together by dynamic covalent bond, is very strong but can be easily broken down using small amounts of acid. So, exciting times! And if any of these stories passed you by, you can find them all, over on our website at retailpackagingmag.co.uk.

Thinly disguised plug for the website done, what does Retail Packaging May-June have for you? Well, this issue we’ve delved into the worlds of protective packaging, PoS, and corrugated containers, delved into the realms of labels, seasonal packaging, and mail order, and, tired from all the delving and diving, gently meandered through the environmental issues surrounding all of it.

So, then, plenty to keep you busy until our next issue.

But, if you can’t wait that long, why not head to retailpackagingmag.co.uk and get your daily update? Plug...

Stuart Pritchard
Editor
stuart@retailpackagingmag.co.uk

FRONT COVER
HLP Klearfold is the largest and most experienced producer of plastic folding cartons and a leading provider of custom thermofoming and clear/transparent plastic tubes and rounds of more than 50 years. We offer an expansive range of capabilities and employ the most advanced printing, decorating and converting technologies. We’re proud of the highest level of quality, personalisation, customer service, quick turnaround times, flawless execution, and very competitive pricing.
GET THE FACTS AT FACHPACK
FachPack kicks off in Nuremberg on the 24th to the 26th of September, and – for those not in the know – is the European trade fair for packaging, processes and technology. About 1600 exhibitors will present products and services for the packaging process chain for industrial and customer goods. On show will be packaging materials, accessories, packaging machinery, labelling/marketing technology, packaging printing and finishing, intra-logistics, and packaging logistics and services.

One topic in particular is driving the industry like no other at the moment and has therefore been chosen as the key theme: "Environmentally friendly packaging".

The meeting place for the European packaging market, FachPack draws trade visitors from all sectors with high packaging needs: food and drink, pharmaceutical/medical technology, cosmetics, chemistry, automotive and other consumer and industrial goods.

fachpack.de/en

FOILCO’S ROYAL RECOGNITION
Foilco has been honoured with the Queen’s Award for Enterprise for International Trade 2019 for the first time. The award is deemed a royal seal of approval for the UK’s most outstanding businesses.

Foilco are one of 201 organisations nationally to be recognised with a prestigious Queen’s Award for Enterprise. Announced today 23rd April 2019, Foilco has been recognised for its excellence in International trade.

Employing now 36 people, Foilco was set up in 1987 and have been supplying stamping foils to the print industry ever since. Stamping foil creates the brightest metallic finish in printing. Its main applications are on whiskey labels, perfume bottles, book covers, greeting cards, luxury shopping bags and even wheelie bins. It is used by everyone, everyday but most people wouldn’t even realise what it is.

Foilco have distributors strategically located in seven countries around the world and ship goods from the North West site to over 1850 businesses and printers globally, on a daily basis.

“Foilco is a tool to help us expand even further into international markets.”

FOILCO, 20 Mine Bank Rd, Westhoughton, Bolton, BL5 2EG, UK 01204 381215. foilco.co.uk

BCMPA HAIL EXPO
The British Contract Manufacturers and Packers Association (BCMPA) celebrated the success of the inaugural CHEMUK Expo held on 1st - 2nd May, with large numbers of visitors to its stand learning about the extensive benefits and capabilities of outsourcing services within the chemical sector.

With requirements for services ranging from decanting from bulk to small packs to more complex applications such as formulating, blending and product development, demand for specialist outsourcing within the chemical industry is increasingly varied.

“Tolling has been the core benefit of contract tollers, manufacturers and packers is that they are set up to provide a service that businesses either do not have the capacity for in-house, or the time to do themselves,” commented, Rodney Steel BCMPA Chief Executive.

“Our members understand the demands of the chemical sector, from the importance of each client’s brand, to the complexity of the supply chain and the challenging timescales they operate within. It is this knowledge that combines with the production capability and capacity to deliver the cost-effective range of services that can be tailored to each client’s particular demands. We have seen a significant increase in chemical enquiries coming in since the show.”

bcmpa.org.uk

CIRCULAR ECONOMY DRIVE FOR DS SMITH
DS Smith has signed an agreement to become a Global Partner of the Ellen MacArthur Foundation. The partnership will accelerate the company’s circular economy drive and support innovation across the business, including recycling and carbon-efficiency in e-commerce.

Collaboration between DS Smith and the Ellen MacArthur Foundation will also strengthen the company’s Sustainability strategy. This programme is underpinned by nine long-term sustainability targets, which include manufacturing 100% reusable or recyclable packaging by 2025.

The partnership will support innovation in DS Smith’s business model, to include projects on packaging design for a circular economy, and improving collection systems in urban areas. These pilots will build on the company’s recent efforts on recycling throw-away consumable items such as coffee cups and radically reducing the amount of fibre in its cardboard packaging.

Separately, DS Smith is making available over £1 million from its Charitable Foundation to invest in sustainability or education initiatives. This programme will kickstart local projects across DS Smith’s global footprint and support innovative new programmes that will make a real difference to the communities in which it operates.

dssmith.com

Industry News
All the essential info on the people making the retail packaging business boom…
Sustainable solution for chemical packaging

Working in partnership with RPC bpi nordpac, leading global chemical company Songwon Industrial Co Ltd has become one of the first chemical companies in the world to package its products in 20kg polyethylene (PE) bags made with 50% recycled PE. The recycled material is sourced from a variety of different waste streams, including pre-used industrial printed bags. In addition, all of the solvents that are required for de-inking are also recycled continuously in a closed loop process. The new bags have been successfully trialled over the last 12 months to ensure they meet Songwon’s quality standards and its customer requirements for strength, colour stability and handling. As a result, the company will continue the smooth transition to this new form of sustainable packaging. Songwon is committed to creating more sustainable solutions whilst continuously striving to conserve resources and is keen to develop new opportunities with like-minded companies.

Tel: +49 5492 88-0 | www.rpc-bpi.com

Ethical chocolate and plastic free packaging

H&J Chocolate are passionate about making the best products possible. They are coffee roasters, bakers and chocolate makers. They ethically source their beans, use no artificial flavours and definitely no palm oil! When they wanted a retail pack for their range of chocolate bars they asked National Flexible for their help. “National Flexible are really knowledgeable on plastic free packaging and they really helped us meet our brief” said Alex Godfrey. In March the European Parliament has voted overwhelmingly to ban single use plastics by 2021 but H&J are in front of the wave. National Flexible offer a full range of environmental packaging films and also run an Academy to help people understand what it all means.

Tel: 01274 685666 | www.nationalflexible.co.uk

Contain it in Measom Freer recyclable jars

Measom Freer manufacture and stock jars in sizes ranging from 10ml to 150ml. The 10ml jar is available in thick walled fully recyclable SAN with colours to order and the 25, 50, 100 & 150ml are available in thick/ thin walled clear food grade fully recyclable polystyrene with SAN and colours to order, matching jar caps are also stocked. These prestige jars are designed to have an appealing shape which is easy to handle. They have a glass-like appearance with the advantage of being light in weight and shatter resistant. Ideal for confectionary, supplements, dried snacks and condiments, please ask for samples to test your products with.

Tel: 0116 2881588 | www.measomfreer.co.uk

Apothecary bottle lends distinctive look to Kombucha

When Louise Avery was looking for a new bottle for LA Brewery’s range of Kombucha fermented teas, she knew she wanted a distinctive design that would really make her teas stand out from the increasing competition. Thanks to glass packaging specialists Rawlings and manufacturer Beatson Clark, LA Brewery’s range of flavoured Kombucha teas is now on sale in an eye-catching clear pharmaceutical bottle.

Through Rawlings, Beatson Clark is supplying a 300ml white flint Alpha Sirop bottle from its apothecary range. “I have been dealing with Rawlings since 2016 and was confident in their ability as a packaging specialist to find the right bottle for my brand,” said Louise. “Their consultative approach means they took the time to understand my business and were able to present bottles from multiple sources that would help differentiate our packaging and maximise shelf appeal. One of the bottles they advised on was the Alpha Sirop from Beatson Clark’s range.”

Mark Carroll, Account Manager at Rawlings, said: “One of the biggest complexities is that kombucha ferments in the bottle, so the correct container selection is critical. “Independent testing was carried out to ensure the container was fit for LA Brewery’s bottling process.”

Beatson Clark’s apothecary range includes Winchesters, Tablet bottles and jars, Alpha Sirops and Sloping Shoulder Flats with a variety of neck finishes. Most can be produced in either white flint or amber glass and several are available from stock.

Tel: 01709 828 141 | www.beatsonclark.co.uk

Croxsons win a Queen’s Award for Enterprise

Croxsons has been recognised for its excellence in international trade, which has seen the firm return continuous growth in overseas sales for the past six years. First trading in 1872, Croxsons faultless commitment to quality continues to provide leading food and drink manufacturers and brand owners with unique and innovative packaging solutions. With their base in Morden, Surrey, and further operations in New Zealand, Australia and the USA, Croxsons sell in over 50 markets worldwide. Commenting on their achievement, both James and Tim Croxson, the fourth and fifth generations respectively, who currently head up the firm, said: “We are thrilled and privileged to have been recognised for international trade with a Queen’s Award. The achievement is a testament to the collective and sustained effort from everyone here at Croxsons who have helped ensure that the business continues to be a success story that would delight our forebears.” Croxsons will celebrate its award during a royal reception for Queen’s Awards winners in the summer.

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5
RPC TAG-TEAM FOR TRIDENT

Two RPC Divisions have collaborated to provide a fast-to-market bottle and closure solution for one of the world’s leading confectionery, food and beverage companies.

Mondelēz International, already a major customer of the RPC Group, was seeking a standard pack for the launch of its Trident chewing gum brand into the German market that could be produced within a short timeline without significant investment.

Working together, the RPC Bramlage and RPC M&H Divisions devised a solution combining two standard products – the 100ml Pharma bottle from RPC Market Rasen (M&H Division) with the Pharma Secure closure from RPC Massmould (Bramlage Division).

NOORO LAUNCH COMPOSTABLE PACK

Start-up brand Nooro have launched the UK’s first CBD snack bar and it is flying off the shelves.

CBD is an ancient remedy for modern lives. It is a cannabinoid, which is naturally found in the cannabis plant. Oh, and our brain. It has a huge range of health benefits and doesn’t get you high. It can reduce stress, increase focus and give all round balanced happiness. It can be difficult to find the balance when your life is moving at 100mph. So, Nooro have created a snack bar that fuels your mind, allowing you to re-discover your natural rhythm and flow. Clarity, balance and focus in a raw, vegan, oat snack bar containing 25mg of organic CBD from UK growers which equates to your ‘daily dose’.

“We wanted a compostable pack but had a very short turnaround. National Flexible are a new supplier to us, but they turned the job around very quickly enabling us to meet the launch date and are now a trusted partner. They are extremely professional and flexible!” said John David, Founder.

CEPAC BOOST BEERS

Manchester-based ShinDigger Brewing Co has partnered with Cepac to create sustainable packaging for its full product range.

ShinDigger approached Cepac, the UK’s leading independent corrugated packaging producer, to develop a shelf-ready, sustainable product for the brand’s 12 packs of 440ml cans which appeared in shops from late spring 2019. There is also an option for 330ml. With environmental considerations to the fore, ShinDiggers has replaced a tray and shrinkwrap combination with an innovative corrugated pack. The performance board construction utilises FSC certified liners, combined with a click and close design and two top flaps. The structure eliminates the need for additional tape or glue with the pack design strengthening the packaging for transit.

Boxes have been designed for use on packaging lines with or without drying equipment and include moisture control ventilation features to protect the packed product.

The new design can be fully recycled and reduces the overall energy levels used in the packing process, as shrink tunnel heat is no longer required. Cutting down on pack assembly time has also promoted greater production efficiency and increased output for the brewing company.

PICCOLO PACK GETS UPGRADE

The UK’s fastest growing baby food brand Piccolo has revealed its stylish new-look packaging and announced the launch of a range of cooking ingredients featuring stock cubes and stir-in sauces, specially developed for little ones.

Cat Gazzoli, founder of Piccolo says: “After starting out as six products in Waitrose back in 2016 our range has grown to over 40 products across all the big UK grocers. The Piccolo family has continued to listen to our customers and innovate to meet the needs of their growing families; our new look and product launches are a part of this.

“Our new packaging has been optimised to stand out on-shelf and communicate our key messages around product, ingredients, nutritionalis, brand ethos and provenance. We’re still recognisable as the Piccolo customers know and love but our new packs should make it even easier for them to find us and understand more about our products and brand.”

COOLER FRUBES FOR SUMMER

Following last year’s success, Yoplait Kids will be welcoming back its Frubes ‘Try Me Frozen’ campaign this summer. The original Try Me Frozen activation saw sales of Frubes increase by 86% from last year’s activity and the General Mills brand is hoping to repeat its previous success.

Located next to the yogurts in the chiller, shoppers will be able to spot the new product on shelf with the new Freeze ‘Em packaging. They’ll be available in the popular Variety pack (Strawberry, Red Berry and Peach flavours) as well as in the Strawberry, Banana and Choco Caramel flavours formats.”

Rosanne McDonnell, Brand Manager for Yoplait Kids, said: “We had huge success with the campaign last year, which we supported with an impactful TV campaign, as well as heavy shopper investment in Tesco, Asda and Sainsbury’s.”

New Freeze ‘Em packaging launched for Yoplait Kids
Dispenser a delight to behold
A strikingly-decorated Twist Up airless dispenser from the RPC Bramlage Division is creating the appropriate on-shelf image and impact for one of Italy’s top selling and long-established personal care brands. Bionike’s Defence Man Energise revitalising cream gel and Defence Man Repower anti-ageing serum are being packed in the 50ml Twist Up. The two-tone decoration, with the base in Bordeaux red merging into the top in black, is silkscreen printed with shaded lacquering to create a distinctive and high-quality appearance that reflects the prestige nature of the products. Twist Up technology works by turning the upper part of the dispenser to reveal the dispensing head. The dispenser offers consistent controlled dosing and hygienic application of the creams and then closes in the ‘down’ position to protect the contents. A clicking sound confirms that the dispenser has been safely opened and closed.
Tel: +49 (0) 4442 881 0 | www.rpc-bramlage.com

Drip-free dispensing solution
Designed by RPC Design, the bespoke 4 litre HDPE bottle provides a drip-free dispensing method for AdBlue, which reduces Nitrogen Dioxide (NO2) exhaust emissions and needs to be poured through a separate filler hole. As the liquid can be corrosive, effective非-drip dispensing was essential. The dispensing nozzle’s three injection moulded polypropylene components create a system that automatically dispenses when inserted into the filling hole. For smooth and plug-free dispensing, the design allows air to pass back into the bottle and automatically shuts off when the nozzle is withdrawn to avoid spillages. The nozzle incorporates a dust over-cap top prevent contamination and an integrally moulded tamper evident band. The pack is made from similar materials and can be easily separated for recycling at the end of its life. The Brenntag AdBlue bottle received a Highly Commended in the Consumer Convenience category at the UK Packaging Industry Awards.
Tel: 01933 411221 | www.rpc-promens.com

Dow and Menshen bring sustainable design to spouted pouches
Dow and Menshen, one of the world’s leading manufacturers of caps, closures and single-serve capsules, announce the new transformative Reverse Spout Sealing Technology that enables the production of spouted pouches made of mono-material films. This exciting technology allows converters to address the recycling criteria for flexible packaging and can help brands meet their sustainability packaging goals.
The new process is designed to easily seal spouts in more heat sensitive, mono-material structures made from all polypropylene or all polyethylene packaging layers. Rather than traditionally applying the heat from outside the pouch forming film to melt the seal layer and the spout, the latter is pre-melted at its base before insertion into the pouch and sealing. Reversing the traditional sealing process helps reduce the excess heat needed to be applied from the outside of the film to seal the inner, lower density film layers to a high-density spout base. At the same time, the packaging structure is less dependent on a film’s thermal resistance and film cut-in is avoided, resulting in good quality spout sealing and a pouch that looks great on the shelf.
The technology is suitable for most pouch sizes and for a wide range of applications – from baby food, condiments, and detergents, to personal care applications such as shampoos, shower gels, or body lotions. For packaging applications that cannot compromise on content preservation, Dow combines this technology with barrier solutions in structures that are designed for recyclability.

I still remember my Grandma’s stew 70 years on!
Some 70 years ago I would be taken across Sheffield with Mum & Dad on our weekly Saturday night pilgrimage to Grandma Kate’s back to back terrace house and every Saturday night Grandma Kate would serve us with a ‘stew’ incorporating Henderson’s relish. So much of a staple did this become in the Twigg family diet that when my son emigrated to Australia in the 80’s, two bottles of ‘Henderson’s’ were stowed away in his luggage. Who would have guessed all those years ago that National Flexible would be supplying the packaging film for the unique Sheffield relish. These are stick packs for inclusion in award winning recipe boxes.
Grandma was within a mile of the original Henderson’s factory, where the relish was produced for nearly 130 years, and whilst the company has now moved to new modern premises in Sheffield, the ‘secret recipe’ for Henry Henderson’s relish remains, meaning it still has that unique taste which brings back memories of all those years ago.
Barry Twigg, Chairman, National Flexible
Tel: 01274 685566 | Email: carol@nationalflexible.net | www.nationalflexible.co.uk

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When you arrive at any trade show, you have a number in mind. A target number for potential leads and real interest in your products and services. But a real feature of the Packaging Innovations show in Birmingham was just how many opportunities came out of it.

I have been to countless trade shows in my 35-year career at Denny Bros and we have exhibited at Packaging Innovations since its very first year. But there was a different feel around this year’s show, and it culminated in us having more interest in our products than at any other show for a long time.

ALL CHANGE
We had expected Brexit to be at the forefront of networking discussions; and it soon became clear that more and more customers have started looking for UK suppliers, rather than European ones, as a result of the current instabilities. Rather than a sense of fear around the unknown, people were talking to us about a change in direction and a real drive to find solutions. It was certainly a feature of Packaging Innovations, and we hadn’t anticipated quite so much conversation and activity around customers looking for UK suppliers.

I am proud to represent a company who are agile enough to respond to changes in direction and prioritise the changing wishes of customers and, even before we had stepped foot inside the Birmingham NEC, we had already made the strategic decision to reemphasise our focus on these very shores during 2019. Why? The UK market has always been hugely important to Denny Bros – it represents around 80% of our direct sales. But we are now at a stage where more and more customers are looking for well-placed UK manufacturers and suppliers who produce everything in-house while also providing stability and the supply that customers want.

EU UNCERTAINTY
Given the current political climate, there is genuine concern about what might happen with regards to trading over European and international borders. You cannot get away from that.

For us, this doesn’t mean a change in process or strategy. We are confident that we will not lose any business overseas. It just means we have to keep on listening to our customers’ expectations and respond and react to that, where possible. We need to talk to them about their specific needs, but we already know that a UK-based company can offer reduced timelines and a stronger understanding of the packaging and labelling market on these shores.

We offer a strong commitment across all industries – whether it is the fact we are pharmaceutically-accredited with a long experience of clinical trials, creative enough to provide solutions for food and drink, understanding the challenges of multi-lingual information and low packaging footprint for chemicals or how to squeeze compliant information onto small cosmetic containers.

SIMPLE SOLUTION
The common denominator in these diverse scenarios is the still ever-popular multi-page label. We introduced this clever device over 40-years ago and it continues to solve the puzzle of how to add information to products without making packaging more complex. Packaging and labelling has always been a fairly competitive price market where customers have looked overseas for strategic reasons; but it seems those times are changing.

dennybros.com.
Growth for Hart Labels leads to digital investment

On the back of ongoing business success, label manufacturer, Hart Labels, seized on an opportunity to invest in digital capability and, after extensive research, approached Dantex for a solution. Dantex introduced Hart to their PicoColour® UV inkjet digital press, which ticked all the right boxes - with a printing width of 210mm and a running capacity of 35m per minute, the PicoColour is a versatile printing system, offering advanced productivity at a competitive price.

Hart Labels: Case Study

Company: With 40 years combined experience in the manufacture of self-adhesive labels, Burnley based Hart Labels specialise in the production of hot foil, flexo, plain and digital labels. Alongside consistent year-on-year growth, Hart saw an opportunity to manufacture digital labels themselves rather than outsource and, following a move into larger premises in November 2018, they invested in a new Dantex PicoColour® UV inkjet digital press.

Requirement: With the increasing popularity for short runs, often with multiple variations, Hart Labels were looking to expand their offering to meet this growing demand. Having previously outsourced their digital work, they were after a more profitable workflow, which could include aspects of their flexo work that would be better suited to digital.

Solution:

Following extensive research into entry-level digital press options and visits to the Dantex stand at both Packaging Innovations and Labelexpo, the obvious choice was the versatile PicoColour® UV inkjet digital press. The model selected included CMYK + white option.

New Colour RFID Label Printer now available in EMEA

DTM Print, international OEM and solution provider for specialty printing systems announced that the new RX500e Color RFID Label & Tag Printer from US manufacturer Primera Technology, Inc. is now available for customers in Europe, Middle East and Africa. RX500e is the newest full-colour, on-demand RFID built-in label and tag printer. Labels are printed, encoded and verified in a single pass. Finished labels are then cut with the internal guillotine-style cutter and dispensed one at a time. On-demand printing makes the printer ideal for applications such as visitor or trade show badges where just a single label at a time with unique information is required. Batches of many labels or tags at a time can also be encoded and printed. The built-in LHF RFID reader/encoder module is supplied by Honeywell®. It is unique information is required. Batches of many labels or tags at a time can also be encoded and verified in a single pass. Finished labels are then cut with the internal guillotine-style cutter and dispensed one at a time. On-demand printing makes the printer ideal for applications such as visitor or trade show badges where just a single label at a time with unique information is required. Batches of many labels or tags at a time can also be encoded and printed. The built-in LHF RFID reader/encoder module is supplied by Honeywell®. It is

www.dtm-print.eu

Label-form Limited will be exhibiting at the London Olympia Packaging Innovations & Luxury Packaging show 11th – 12th September 2019 Stand F52. Label-form Ltd was established some 55 years ago, and remains to be one of the longest running specialist manufacturer’s in the self-adhesive label industry. The company continues to grow from strength to strength with the help of the latest reel to reel printing technology. Over the past five decades, Label-form has worked in a diverse range of markets giving them an unrivalled breadth of knowledge and experience. They have built up an impressive portfolio spanning every type of label, from eye-catching brand enhancers to functional security seals.

Tel: 01628 782862 | www.label-form.co.uk

This new paper, made from grass, provides an eco-friendly label material for organic product brand owners. Environmentally friendly packaging and labelling boosts consumer confidence in both the brand and product. This high-quality adaptable label is usable on a wide range of product types (foodstuffs, cosmetics, wine, pet foods) and is particularly suitable for labelling clothing.

The manufacturing process for conventional wood pulp uses 6,000 litres of water per ton – compared to a mere 1 litre used in the production of this grass-based product! Known under the reference 261.

This permanent adhesive is perfect for small surfaces on a variety of substrates. This general-purpose adhesive is approved for direct foodstuff contact and has been awarded ISEGA Institute certification. As an option, AstroNova can also provide an acrylic dispersion adhesive, which is removable without leaving residue, from a variety of substrates.

The light brown colour of Grass paper means that a vintage-style label (popular for the labelling of wines and spirits) can be achieved without the need for additional processing. AstroNova is the perfect partner for brands, which print in-house: they offer expert advice, customer-specific materials, colour label printers, software and ink/toners, after-sales service, a permanent stock of spare parts and support through the company’s in-house Service & Support Department. AstroNova offers a complete solution - everything from a single source.

www.retailpackagingmag.co.uk

www.dtm-print.eu

www.label-form.co.uk

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As the saying goes ‘any excuse for a party’, so the same could be said for gift packs. While the run up to Christmas remains the peak season, the number of celebrations throughout the year – from Valentine’s to Hallowe’en – means the requirement for a special pack solution is never far away.

The appeal of gift packs is easy to comprehend – products look more appealing when they are attractively packed; grouping a number of items together creates added value. Everything from food and drink and cosmetics to toys and gadgets can benefit from this format.

Gift packs are a lucrative market, but they bring challenges as well. They can involve a lot of extra work in addition to a company’s day-to-day activities; they need to be managed efficiently, otherwise costs can quickly escalate; timing and speed to market are essential; and as a gift item, quality is vital – even the smallest mistake can have a negative impact on brand perception.

It is for such reasons that more and more businesses are experiencing an overly long wait for goods to be delivered, only to find at the last minute that many are of sub-standard, with no time for any redress.

“Gift packs are a lucrative market, but they bring challenges as well. They can involve a lot of extra work in addition to a company’s day-to-day activities”

Outsourcing suppliers provide advice on everything from packaging materials to effective pallet utilisation. The number of packs that need to be produced in these short time periods can be significant. Among BCMPA members, there are examples of one company which had to develop a high-volume pack for a major retailer within just three months; another undertook a business-critical Christmas campaign for a global brand owner that involved the pre-filling of 2.3 million items into around 13,000 Floor Standing Display Units.

ALWAYS ON-TREND

Outsourcing companies also have to keep fully up to date with changing market trends and demands and are therefore ideally placed to help businesses respond to latest consumer requirements. Among our membership we are currently seeing an increasing requirement for more sustainable pack solutions, with a greater focus on recyclability and the need to find alternatives to plastic.

Similarly, the outsourcing industry has been able to respond to the growth in online sales, combining the preparation of the gift pack with onward delivery to the consumer. Gift packs are ideal for the e-commerce medium, conveying a premium brand image combined with effective product protection. Again, quality and attention to detail are critical to ensure that the recipient enjoys a positive ‘opening experience’ when the pack is delivered.

What is particularly important to stress is that all this knowledge and expertise can be sourced close to home. In recent years, many companies have been tempted to seek outsourcing solutions overseas, lured mainly by the perceived cost-savings that could be achieved. However, such a decision is often a huge risk for two of the most important factors for success in the gift pack sector – quality and speed. There are many stories of businesses experiencing an overly long wait for goods to be delivered, only to find at the last minute that many are of sub-standard, with no time for any redress.

GIFT YOURSELF

Gift packing is a peak business and can be extremely high-maintenance in terms of project management and coordination. Outsourcing means areas such as planning, stock control, recruitment and effective deployment of staff, storage and delivery become someone else’s headaches. Just as gift packs are all about added value, so too are the benefits that outsourcing can provide.

The talent and capabilities are on your doorstep. A visit to the BCMPA website is a good starting point to finding the ideal partner for your particular project.
It’s not just packaging... it’s dialogue with your customers.

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Approaching seasonal ranges with a clear strategy is a must. All too often, specifically seasonal products fall outside the perimeters of an overarching campaign, which can leave them falling short of expectations. A clear strategy based on input from all stakeholders with a vested interest in the success of the seasonal range is a great place to start. This holistic approach will benefit the life span of seasonal packaging from design to logistics, range expansion, display prominence and future annual iterations.

In creating packaging that will stand the test of the season, there are several elements to consider. Get them right, and your brand may be the most talked about gift on the high street — or even become a collectible.

**FESTIVE AND FEARLESS**

Be clear about the brand’s associations. Pinpoint what makes the brand resonate with your target audience and build on that. For example, the über-stylish Harvey Nichols consumer has a keen eye for fashion, loves to shop and have fun, making their seasonal ranges ideal for a tongue-in-cheek naming strategy that conveys a clear tone of voice. Everyone loves a playful one-liner so ‘I heart emoji u’ across the lid of metallic chocolate boxes worked perfectly for Valentine’s Day.

**PLAY THE LONG GAME**

Create a design that lasts longer than the season does. Authenticity is the key to extending product appeal and this can be achieved by stepping away from well-established design codes. To avoid being just a commercial gimmick, seasonal packaging should explore a diverse and multifaceted approach that reflects the various aspects associated with the season. We express affection in a plethora of ways, so make Valentine’s Day packaging exploit that. Similarly, instead of using ‘Easter’ with bunnies and decorated eggs, ‘spring’ can act as a broader theme with graphics that give a much longer selling period.

**GOOD ENOUGH TO GIFT**

Design with gift-giving in mind and create something that could be given to someone special direct from the store. Seasonal items are often bought as gifts, so if what’s inside is decadent, the packaging should be equally inviting. We developed bold graphic patterns in lipstick shades for Harvey Nichols’ seasonal range with packaging that is closer to cosmetics boxes than chocolate boxes and glam sunglasses cases than biscuit tins. We created four tins for Harvey Nichols, but a flexible approach to labels means we can dress up the tins no matter what the season, reducing production costs and managing environmental impact.

**THINK OFF THE SHELF**

There are several channels through which brands can boost awareness. Social media has the power to elevate awareness exponentially without the hefty price tag. By creating a social media campaign in line with new creative, there’s an opportunity to increase sales and attract new customers. Delicious treats and cheeky one-liners are guaranteed to raise a smile from whoever is on the receiving end. Similarly, eye-grabbing patterns in vibrant shades and metallic materials are undoubtedly instagrammable.

**WHAT A LOVELY SET**

Everybody loves a matching set of products. Another reason to approach seasonal packaging holistically is the potential for the creation of collectable products not only across categories but even year-to-year. Following a material and colour palette brings a clear cohesive personality to the range while annual evolutions of a single product can boost sales year after year — and may well live on in the consumer’s home.

**A GROWING TOLERANCE**

In the past couple of years there’s been a growing appreciation for the use of witty language by larger retail brands. There’s something to be said for cleverly showing personality in packaging that helps to build the brand ethos in the mind of the customer. But if — and only if — it works for the brand. Naming Christmas truffles ‘Boozy Balls’, for example, strikes a cheeky tone that previously may have been a no-go area but, more recently, sits comfortably with Harvey Nichols customers and flies off the shelf.

**AN EYE FOR DESIGN**

When it comes to packaging, it’s better not to design in isolation from wider strategic and commercial priorities. There needs to be a carefully planned delivery strategy that reflects a brand’s positive associations and encourages its customers’ continued support. Simultaneously, building on the seasonal opportunities throughout the calendar year is ever-more important to help retain today’s easily distracted consumers.

Ultimately, seasonal packaging design that looks great on the shelf, is ready to be gifted without the need for further wrapping and can hold its appeal long after the season has passed will undoubtedly be worth the investment in its development. Seasonal ranges should be viewed as opportunities to build a gift range that communicates your brand identity and reaffirms customer loyalty while extending the appeal of products and having a positive effect on budget and sales.

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GET SEASONAL-SAVVY WITH YOUR PACKAGING. MD OF HLP LIK, C. M. YEUNG, Explains how...

As a global supplier of clear and printed packaging, HLP Klearfold is constantly looking for inventive ways to support you or your client. Trust in HLP Klearfold to supply you with solutions for high-quality packaging and boxes in fast turnaround time. With dedicated global technical account managers on hand to help you on your packaging journey and we can accommodate an extensive range of custom product packaging services, from cosmetic packaging, small toy packaging, to transparent gift boxes.

POINT OF SALE
HLP Klearfold can help you visualise the future of your brand as the UK premier supplier of clear and printed plastic packaging. With bespoke packaging and an innovative design, your product will stand out of the crowd. Our HLP Klearfold Design team can truly make your packaging unique and once on the shelves will guarantee the attention of your target market. HLP Klearfold provides clear packaging which not only draws people in with the wide range of design effects we have but also allows the consumer to see your brand first hand, eliminating any doubt about the product itself. Our ability to apply printing and production effects will make your packaging really jump out to the consumer, from glittering designs to catch their eye, to stunning patterns which will make consumers want to pick up and touch your packaging.

SEASONAL PACKAGING
Every year brings new challenges to supply seasonal packaging. It’s never too early to plan your seasonal campaign. Working closely with HLP Klearfold and utilising their skills and technology can help you design your gift set packaging for a wide range of products of any shape or size. Gift packaging is an excellent way to package seasonal and promotional packaging. Gift packaging should have some differences to your original packaging to ensure that it stands out and catches the eye of the consumers, for example incorporating Christmas detail to promote your product for that season.

HLP Klearfold help from initial design all the way through to final production. Our design team is ready to speak with your team/designers, where feasible, to ensure the design and specification matches your desires as well as HLP Klearfold’s abilities, in order to optimise the presentation and value for money. Many companies decide to launch a new packaging design for seasonal products to engage consumer purchases. HLP Klearfold can supply a wide range of design effects that will give your packaging the perfect feel for your chosen season and can help you come up with new packaging shapes, designing the perfect gift packaging for your product using innovative design.

OPTIONAL EXTRAS
HLP Klearfold has many extras to offer – we produce our own material, print by flexo and silkscreen process, add in foil-blocking, creasing, HF-creasing, gluing, assembly, thermoforming, tube making and toolmaking, all under one roof. A packaging company that’s BRC and ISO certified, we produce our own sheet material, allowing us to recycle all process and post-consumer waste, in-line with our environmental policy; in other words: HLP Klearfold- your packaging partner that thinks your way!

Not only is our clear packaging recyclable, it contains recycled material and has excellent clarity. When coupled with the many design and unique print finishes we offer this makes HLP Klearfold’s plastic packaging the best there is.

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It’s almost impossible to enter a place where goods are sold and not see a barcode being scanned. You go to a store to buy an item and the salesperson scans a barcode to find the item and its price. It’s part of the final process of paying for goods as you leave the store.

QR codes, however, are used in retail stores to offer customers access to additional product information. By allowing customers to do in-store research rather than leave to do it at home, retailers can increase the chance for an in-store sale. In-store QR codes can send customers to a web-page that is optimised for smartphone use. You can also opt to create an app to provide a slightly richer experience than a mobile web page. This can also help retailers secure more information about potential customers to better cater shopping experiences.

QR codes are also often used for storefront displays. Retailers can place a QR code on a window, banner or sidewalk stand in front of a store. Now you can help turn passers-by into customers with enticing offers landing right on their smartphone.

The opportunities to link QR codes to supplemental content that supports product sales are numerous. As an example, before the sale, a retailer could link QR codes to favorable product reviews. QR codes can also support post-sales experiences. For example, if assembly or technical setup is required, providing a QR code in or on the product packaging can send customers to PDF-based instructions or video tutorials for assembly, and so on.

IMPLEMENTING A QR CODE
If you’re looking to implement QR codes, first sit down with relevant stakeholders to figure out what features would be important and what the ultimate goal is. Figure out if you’re looking to solve a problem with them or are just looking for enhanced marketing opportunities – or both. If you’re going to be using a vendor to implement the QR codes, make sure the vendors you’re vetting can specifically address your needs. You’ll also want to figure out if you need integration into any existing or new systems. For example, will you need to change or add software?

Don’t forget it’s important to also understand physical needs. For example, where on the product or asset will the QR code be placed? Can it be easily reached for scanning? How durable of a label will be needed – is the barcode going to be prone to being scratched, rubbed, etc.? These are essential answers to gather.

QR CODING
A QR code is easy to use, but it’s actually a bit complex for implementers. The QR code is a type of matrix barcode that can encode a wide variety of data types. This includes numeric, alphabets, special characters and binary data.

The QR code was designed to allow high-speed component scanning. A good barcode scanner can run through 30 QR codes per second, with up to 100 characters in each barcode. Even if a QR code is damaged or broken, with the right software it can often still be read correctly. So, they do have industrial qualities.

Creating an online QR code reader application involves capturing barcode images, decoding the barcode content, and accomplishing corresponding workflows. In most cases, developers will rely on a QR code software development kit (SDK) to expedite designing a QR code web application.

ESSENTIAL INFO
There will be billions more QR codes scanned in the coming years as retail businesses uncover new ways to take advantage of the technology. The amount of information they can provide to customers, and to retailers about customers, is too advantageous to pass up.

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ABOUT DYNAMSOFT
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Over the past decade the packaging industry has undergone a massive change due to the rise of e-commerce, the growing importance of shelf-ready packaging and stringent requirements for logistics packaging. With traditional, volume-driven stationery retail and distribution in decline, the packaging industry now has to accommodate individual product sales via smartphones and e-commerce platforms. Concurrently, the huge range of products available on the supermarket shelves demands space-efficient yet eye-catching solutions. What is more, in the industrial sector packaging manufacturers have to carefully assess when to use lightweight and when to use heavy-weight materials in order to meet the high standards of global logistics while also minimising the use of natural resources.

These trends have their ups and downs for the packaging industry – on the one hand, retail and logistics now consider packaging as more than just a commodity, but rather as a tool to appeal to customers, inform them about their products and create a long-lasting experience. On the other hand, packaging manufacturers need to come up with creative designs that are aesthetically pleasing, but also transport the product safely and cost-effectively when to use lightweight and when to use heavy-weight materials in order to meet the high standards of global logistics while also minimising the use of natural resources.

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THE SUSTAINABILITY OF CORRUGATED HAS LED TO SIGNIFICANT GROWTH AND OPPORTUNITIES. JULIAN FREEMAN, GROUP SALES AND MARKETING DIRECTOR AT RIGID CONTAINERS, EXPLAINS...

From instore retail ready solutions to sophisticated e-commerce packs for home delivery, corrugated packaging has never been more relevant. Its brand-building functionality and ability to be easily recycled, allied to clever design, are helping more and more companies promote, protect and enhance their products while also satisfying the requirements for packaging sustainability.

THE POWER OF GREAT DESIGN
Packaging design is a powerful force. It creates presence and enhances the customer experience, giving a product the opportunity to stand out in a busy retail environment. With research showing that 70% of purchases are influenced by the packaging, its significance is therefore highly influential, being the first thing that consumers notice about a product and creating the on-shelf presence that influences their purchasing decisions.

In this context, corrugated packaging has moved on from its historical ‘brown box’ image and, thanks to the amazing graphics and stand-out colours that can be achieved to create shout-out branding, been transformed into a vital part of the marketing mix. At the same time, it continues to play an essential role in the retail environment from a practical perspective, particularly thanks to its protection and functionality capabilities.

It is this combination of aesthetics and practicality that has allowed manufacturers to push the boundaries of traditional corrugated packaging and produce solutions that deliver for customers on many different levels. High-end finishes, which have become much more available and cost-effective for brands, and six colour printing create an attractive appearance and premium brand image. Subtle structural changes and tweaks can add value and definition to a corrugated pack ensuring that it both looks good on-shelf and delivers significant performance benefits on the customer’s packing lines.

Integrated design departments within corrugated suppliers have been fundamental to this change, combining creativity and technical expertise in the development of new pack solutions. Our own recently-introduced Innovation Series is an excellent example of what can be achieved, delivering valuable solutions for customers and retailers alike.

A WORLD OF POSSIBILITIES
Corrugated packaging has also proved to be the ideal format to meet the exponential growth of the e-commerce sector. An eye-catching printed box is an increasing part of brand awareness within the home. As shopping online cuts out the instore purchasing experience, brands and retailers are able to use corrugated packaging to find new ways to give the customers the ‘wow factor’ on delivery. This has been driven in part by the amount of social media commentary now being generated, such as the ‘unboxing’ phenomenon seen widely on various YouTube channels that involves excited consumers unwrapping and opening packages and capturing and uploading the experience.

Corrugated e-commerce packaging is able to interact with the customer at the point of use through its design. If the box is decoratively printed inside, for example using Rigid’s inside printed transit packaging concept, it can “talk” to consumers when opened, supporting brand positioning through relevant messages and graphics. This also helps brand owners and e-commerce retailers to potentially compensate for any transit damage that can occur to the outside of the box during the transportation process, by focusing attention on the design and messaging within the packaging.

However, just as in more traditional retail markets, functionality is equally as important as graphical design for the e-commerce sector. Easy-opening and easy-return are also an integral part of the user experience, delivering benefits to consumers as they can both access the product quickly and then reuse it if required.

While the e-commerce sector has in the past been criticised for over-packaging products, the latest structurally-engineered corrugated packaging designs mean much of this over-packaging is now being eliminated. And as the e-commerce market continues to grow, matching the packaging as an integral part of the product is even more pertinent and all part of an effective overall solution.

PLAYING ITS PART
The demand for sustainable packaging is leading many manufacturers to look at how corrugated packaging can play an integral part of their overall packaging strategies, particularly thanks to its 100% recyclability. It is clear that by working with a manufacturer and their design teams, corrugated packaging can be created to deliver reliable, high-impact and sustainable packaging solutions for a wide variety of goods. And it is these benefits that will ensure the demand for corrugated packaging continues to grow, providing the ideal solution for both traditional retail and e-commerce goods and products.

vpkgroup.com/uk-en
Garçon Wines set out to further disrupt the wine supply chain by developing a multi-bottle pack.

Empty space can be eliminated by designing packaging that is actually fit for purpose. For this reason, DS Smith pioneered Made2Fit, an automated packaging system which takes into consideration the many different combinations e-retailers may require and offers a great end-user experience. Similarly, DS Smith’s eBox Range Optimiser recommends the optimal number of different boxes, and their sizes, based on a brand’s most frequent order combination. Both of these tools can significantly reduce void fill, excess material, shipping air and the number of goods damaged during delivery.

When designing packaging, companies should consider using card wherever possible. Corrugated and paper packaging can be easily recycled – in fact, it is the most recycled material in the world. 82% of all paper and cardboard packaging is currently recycled in the UK – the highest recycling rate of any material stream – compared to only 44.9% of plastic.

FLAT OUT
Garçon Wines innovated online wine retail by creating a sustainable flat wine bottle. To enable effective delivery into the home, it created a single bottle postal pack that was thin enough to fit through an average UK letterbox. Once this was in circulation, Garçon Wines set out to further disrupt the wine supply chain by developing a multi-bottle pack to further increase relative space and weight savings. In collaboration with DS Smith’s designers, Garçon Wines devised a game-changing secondary packaging format that significantly cut carbon emissions and logistics costs. By packing eight flat bottles vertically with two lying horizontally in the air-space around the bottlenecks, almost all unused air-space is eliminated.

Based on a pro-rata per bottle comparison with an average case of six conventional bottles, Garçon Wines’ new 10 Flat Bottle Case is approximately 55% spatially smaller. This space saving per case means that a pallet loaded with 10 flat bottle cases could carry 1040 bottles of wine in comparison to just 456 traditional bottles of wine with a standard pallet load. Fitting 2.28 times more wine on a pallet translates to lower costs in terms of packaging, warehouse handling and storage, and transportation.

A GREENER APPROACH
Another encouraging example is The Modern Man. It has been sending luxury male grooming products to customers around the world since 2009 and as an e-commerce business, robust and impactful packaging has always been crucial. Recently, DS Smith’s expert design team worked closely with the e-retailer to create a more sustainable iteration of its e-commerce pack, made from recycled and recyclable materials. To reduce its carbon footprint and use of raw materials, it decided to remove printing from the inside of its boxes and incorporate a corrugated pad, which secures the product without any need for void fill or packing materials. There is hardly any empty space, so the company is not paying to ship air and the product is protected and safe.

Consumers are looking to brands for leadership on sustainable packaging and our research shows this is now an expectation, rather than a nice extra.”

As an industry and society, we are at a critical point. The amount of waste going to landfill is untenable and if we don’t do something drastic, the UK will fall short of its 2035 recycling targets by more than a decade. The number of packages in circulation has soared globally due to the rapid growth of e-commerce, and our recycling infrastructure has failed to keep up. Unless our shopping habits radically alter, the number of parcels is set to grow by a further 50% over the next decade.

This was one of several major findings published in a new DS Smith report: The Tipping Point – an examination of the acute challenge facing the UK in terms of its recycling infrastructure and changing consumer habits. We all have a responsibility to reduce waste, and for packaging companies this means making sustainable packaging design a top priority.

ELIMINATE EMPTY SPACE
First and foremost, empty space in packaging must be reduced. A DS Smith report, The Empty Space Economy, revealed that more than a third of global retail business leaders admit that the packages they ship worldwide are at least double the size of the actual product inside. This shipping of empty space and unnecessary use of raw material has a huge environmental impact, resulting in around 122m tonnes of unnecessary CO2 emissions every year – approximately the equivalent annual CO2 emissions of Belgium, Pakistan or Argentina.

Empty space can be eliminated by designing packaging that is actually fit for purpose. For this reason, DS Smith pioneered Made2Fit, an automated packaging system which takes into consideration the many different combinations e-retailers may require and offers a great end-user experience. Similarly, DS Smith’s eBox Range Optimiser recommends the optimal number of different boxes, and their sizes, based on a brand’s most frequent order combination. Both of these tools can significantly reduce void fill, excess material, shipping air and the number of goods damaged during delivery.

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When designing packaging, companies should consider using card wherever possible. Corrugated and paper packaging can be easily recycled – in fact, it is the most recycled material in the world. 82% of all paper and cardboard packaging is currently recycled in the UK – the highest recycling rate of any material stream – compared to only 44.9% of plastic.
For the packaging industry, the tides are most certainly turning. Fuelled by an increasingly discerning customer, created by the monumental rise of e-commerce and online shopping, packaging options that both please and perform have become more important than ever.

For retailers, the right packaging plays an important role in delivering products safely into customers’ homes and it also forms a key part of the experience of purchasing and owning a new product. Quality packaging is a true sign of a quality product, not just in the materials used, but in the ease of which the item can be opened and disposed of.

For years a simple box filled with polystyrene or foam has been sufficient to ensure that goods arrive undamaged. However, this is no longer the case, and the undeniable growing demand for eco-friendly materials, and growing consumer awareness, is causing the public’s expectations for alternatives to rise. Simply put, what once did the trick, is no longer pleasing for those on the receiving end.

FINDING THE BALANCE

Discerning customers now want packaging they can dispose of easily. They want an ethical and sustainable alternative that will create less landfill, but at the same, something aesthetically pleasing. Traditional void fillers such as polystyrene and foam, require the consumer to separate the in-box protection and dispose of them separately from the box itself, which has become problematic for both the customer and the environment. It is a fact that online retail is driving cardboard packaging demand, which in turn is driving waste and excess, and so it is time to embrace the necessary change and explore the alternatives.

The challenge for retailers is not only to keep the costs down whilst delivering what the public want, e.g. less and more compact packaging which can be recycled – it’s also about protecting the items that are being shipped. It is no surprise that standardisation in packaging is common practice due to high and ever-increasing costs. However, this typically sees items shipped in larger boxes than are often necessary, boxes which require even more in-box protection to prevent damage to the item being shipped. Yet, whilst this is performing the required role, it really is no longer pleasing and is clearly missing the mark.

WHAT IS THE ANSWER?

Without a doubt, paper based void fillers are better for the environment. Using one single material for both internal and external packaging, provides one solution, making it easier for the customer to dispose of. Corrugated certainly offers an alternative to more traditional options – it ticks the recyclable box and is easily accessible for suppliers. However, it does often require complex designs and intricate folding to tightly pack the product, which needs to be assembled by hand in order to provide full protection. Because of this, it is unlikely to reduce the bottom line due to the volume of paper required. Despite that, it is still a step in the right direction. Then we come to honeycomb board, which is an ideal packaging material both externally and as a void filler. Not only is it a cheaper option because less product is required to provide the same protection, it is lighter, which reduces transportation costs, and the cost to the environment is zero thanks to it being 100% recyclable. Honeycomb is also quick to install, can be easily and quickly machine cut to size and requires no manual folding – saving both time and man-power. Due to its nature, which make it strong and durable, the thickness and strength can also be increased without affecting the weight which also helps to keep the costs down.

AVOID IMPACT

Ultimately functionality, durability, cost and the environment all need to be considered when making packaging choices. It is time for the industry to listen to the consumer and to act accordingly. Everyone should be looking for new innovative packaging solutions made from environmentally friendly materials that are sustainable like jute, wool, cotton and paper. These alternatives are now readily available, the facts speak for themselves and it is time for change. Old habits may die hard, but we must take a stance and consider the long-lasting impact of our actions if we don’t.

dufaylite.com
Item Products partner with Box Latch™

Item Products, the UK’s leading designer and producer of components for the packaging industry, has an exclusive partnership with US company Box Latch™. The Box Latch product is a re-usable carton closure that enables corrugated packaging to be re-used using a simple closure system, as opposed to tape or staples. Box Latch are helping companies reach their waste reduction targets, improve supply chain sustainability and create leaner manufacturing, all with an innovative, low technology solution. The closures come in a medium or large size and are made from black recycled plastic. Other colours are available on request. They also produce corner clips, which helpfully hold the box open, allowing it to be filled quickly and easily. Item Products’ managing director, Julian Cook, said: “After receiving a customer enquiry for a re-usable box closure, we found Box Latch online. Having met the Box Latch owners and inventors, and seeing the product in action, we quickly felt that they were a clear match to our brand’s ethos. In line with our own product range, they offer functionality, re-usability and a clear cost saving, which is a crucial consideration in the packaging world.”

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The rise of Amazon has undoubtedly played a significant role in shaping post-digital consumer behaviour and their expectations of what the buyer experience should be when shopping online. Demands for high-touch customer experiences have been normalised as shoppers expect advanced shipping options, cross-device tracking and returns on their terms from online retailers. The importance of the delivery process, often referred to as the final mile, is undeniable. This is a critical point in a buyer’s purchase journey and the experience at this stage will determine the lifetime value of the customer. So much so that 83% of consumers will not buy from a retailer again if the delivery experience is unsatisfactory.

DELIVER THE GOODS
Retail giants are knocking down all the barriers to seamless delivery; big players like Sainsbury’s and Argos have launch same-day delivery and BOPUS (Buy Online, Pick-Up In Store) delivery services. Another innovative delivery solution is Amazon’s new “Key” initiative allows couriers to drop off packages in ‘secret locations’ such as a garden shed, when the customer is not at home. It’s clear that the standard of the delivery experience continues to reach new heights.

Therefore, it is concerning that retailers still do not understand the true value of the shipping process – according to research by Temando, 60% of retailers surveyed are not planning to invest in improving their shipping strategy. It comes as no surprise that, as a result, industry figures have revealed that only 30% of consumers are happy with the delivery service they receive. Retailers can’t afford to overlook this data if they want to remain competitive and they must proactively work to offer a delivery experience that exceeds customer service expectations.

Equally, with 1.6 million ‘unboxing’ videos on YouTube, product packaging cannot be an afterthought: whether it’s a luxurious and meticulous wrapping to create an upscale feel, or a minimalist one with recyclable materials, for the more environmentally-conscious consumers, packaging is also a key part of the final mile experience.

UNDERSTAND THE CUSTOMER
Knowledge truly is power, but only if it is harnessed correctly and currently, many retailers are missing a key opportunity to impress shoppers with their preferred delivery options. Shipping is not a one-size-fits-all matter. Offering a single delivery option and expecting it to fulfill consumer demands is no longer enough. It’s rather worrying that many UK retail businesses still do not have visibility into what their customers expect in terms of product delivery. For example, while 86% of shoppers prefer free to fast delivery, retailers assume the preference is evenly split at 43% and 57% respectively.

Speed, convenience, flexibility and cost matter to different extents depending on the customer, therefore the shipping options should be designed to accommodate a variety of preferences – for example, hyperlocal or same-day delivery for those with inner city postcodes, or specified time-slot delivery for busy families based in suburban neighbourhoods. eCommerce managers who leverage customer data to activate business intelligence to identify changing consumer preferences and craft an effective and versatile shipping strategy will win every time. Moreover, they will benefit from implementing a commerce solution that gives them the ability to provide customers advanced delivery options that offer real-time locations changes and on-demand delivery.

BUILDING MOMENTUM
Delivering experience-driven shipping requires a strong omnichannel strategy and a functional, modern back-end. First and foremost, retailers need to invest in an eCommerce platform that is able to support multiple shipping methods. This is critical for two reasons: firstly, customers want choice – retailers should offer a range of different options to satisfy their diverse client base – and, secondly, retailers that want to scale globally need to carefully consider their supply chain logistics and its impact on international shipping. If an online store doesn’t use a shipping provider that is well known and trusted in a specific geography, local customers may turn to a competitor. Therefore, implementing a global multi-carrier solution is imperative if retailers aim to appeal to customers wherever across multiple geographies.

Warehouse processes must be fast and flawless: this can be achieved by investing in automating order picking, packaging and fulfilment. For example, pick-to-light systems can improve pick rate productivity by 30-50%. Order related back-end processes should also flow smoothly; on average, retail inventory is accurate only 63% of the time. Attempting to fulfill an order where one or more products aren’t available will significantly slow down processes, will cos the retailer to correct and, ultimately, disappoint the customer. By investing in the latest technology in terms of ERP, order and inventory management solutions, retailers can increase acquisition, improve fulfilment, marketing and the customer experience.

THE FINAL MILE
Delivering a memorable shopping experience is the only way to stay afloat in today’s saturated retail market and retailers don’t have a choice but to recognise the crucial role the final mile plays in achieving this. If businesses want to win at the eCommerce game, they need to investigate their customers’ preferences and implement the right tech to support their final mile strategy.
online opportunities

THE VERSATILITY OF PLASTIC MAKES IT THE IDEAL PACKAGING SOLUTION FOR E-COMMERCE, EXPLAINS TIM RILEY, GENERAL SALES MANAGER, RPC M&H PLASTICS...

Plastic has the flexibility to be produced in many different shapes and sizes

The growth of internet retailing in recent years has been well-documented. It has become so much a part of our daily lives that it is easy to forget that it is still a relatively-new concept – those of a certain age may even remember that Amazon was first established in the 1990s as an online bookstore. Amazon’s success since then has demonstrated the potential for e-commerce in just about every sector. Today, almost anything can be purchased at the click of a mouse. However, this has brought its own challenges, particularly in terms of how goods are despatched, with frequent complaints about excessive or unnecessary packaging. This has become even more critical in our more environmentally-conscious world with the focus on the need to reduce waste as well as the carbon emissions associated with so many deliveries each day.

Somewhat ironically, while plastic is a material that has suffered more than most in the packaging and the environment debate, it is one that is most suited to the needs of the e-commerce sector. It is lightweight, so transporting it has less carbon impact than products made of heavier materials (and importantly plastic packaging is also low carbon in its manufacture), yet durable enough to withstand the rigours of the postal or courier delivery systems. The availability of additional sustainable material options, such as Sugarcane biopolymer and post-consumer recycled plastic, and the ability to lightweight a pack without compromising its overall functionality can further enhance its sustainability profile.

THE OPENING EXPERIENCE

Plastic also has the flexibility to be produced in many different shapes and sizes, so a pack solution can be found for the precise amount of product needing to be packed, and items such as bottles and cans can be selected to fit snugly into whatever box size is required, for example to facilitate letter box deliveries.

These benefits have provided great opportunities for e-commerce in markets such as personal care and cosmetics. In particular, plastics light weight and variety of pack sizes are ideal for a sector with such a huge variety of products and formulations. What’s more, the latest advanced manufacturing techniques and decoration options mean that the finished plastic pack can deliver the same type of premium quality look and feel as more traditional packaging materials – a vital factor in a sector where image is everything.

High impact decoration is also essential for e-commerce packaging for another reason. The buying experience in a retail outlet is personal and interactive – there is a chance to discuss your requirements with a salesperson, your purchase will often be carefully wrapped and presented to you. By contrast, the online shopping process is more isolated and sterile – selecting goods on a screen, paying and having nothing to show from it immediately.

That is why many online retailers are seeking to develop an ‘opening experience’ when their goods are delivered – using the packaging as part of this to generate some excitement to the process, which helps to reassure the consumer that this was a purchase well-made. Equally important, a robust and well-made pack will ensure that the product arrives in perfect condition. Damaged or leaking packs will very quickly tarnish brand image.

LETTERBOX BOOZE

One of the best examples of how far e-commerce has come and how packaging can play a crucial role in opening up new markets is the award-winning postal wine bottle from Garçon Wines, which RPC M&H helped to develop. Significantly, as well as representing a revolution in wine retailing, logistics and delivery, it is also a prime example of sustainable design.

The bottle conforms to the traditional Bordeaux wine bottle shape and is made from 100% recycled PET and also fully recyclable. It is 87% lighter and 40% spatially smaller than the usual wine bottle, hugely reducing emissions from the wine supply chain.

At the same time, the recycled material is significantly lighter than glass and tough enough to withstand the postal system, and the unique design means the packaging can fit securely and conveniently through a standard sized letterbox. This ensures no missed deliveries which ultimately delivers further reductions in CO2 emissions.

CASE STUDY

Garçon Wines has now taken this concept to the next level with the introduction of a case that fits 10 of its bottles where there would be room for only four regular ones. The case holds eight bottles vertically, with two more slotting horizontally into the space around the bottlenecks, virtually eliminating empty airspace. The need for an effective transit case was inherent in the original bottle design, making sure the height and width would let them fit together.

The wine bottle ideally encapsulates some of the key features that online retailers need to look for in their e-commerce packaging – dimensions suitable for postal boxes, strong and durable construction, fully leak-tested and designed with sustainability in mind. E-commerce remains a market full of opportunities and plastic is ideally placed to help maximise this potential.

mhplastics.com
In no context is the term cost of ownership more relevant than in the world of coding, where the price tag of a machine has very little bearing on its overall lifetime cost. This is why, when carrying out price comparisons of different coding systems and technologies, it is vital to take into account the ongoing costs to get a full and accurate picture.

This guide is designed to help would-be buyers to calculate the cost per print for different coding technologies.

**THERMAL INK JET**

**Printhead costs**

The average distance that a printhead will cover/print over its lifetime is 30km (30,000m). Still working on the basis of a 450m roll, for every 66 rolls printed, you will need to replace the printhead (30,000 divided by 450). This means that every 66 rolls, you will need to buy a new printhead (average cost £450). This adds an additional £6.81 onto your £10 cost per roll. Taking your revised cost per roll as £16.81, you then divide £16.81 by 37,500.

This gives you a cost per 1000 prints of £0.44.

**Servicing costs**

Incorporating a number of moving parts and general wear parts that need to be checked and replaced regularly, TT printers require servicing. Let’s assume a printer needs two services annually at a cost of £750 each, so £1500 in total. You need to work out the number of prints per year. Say your machine codes 500 packs per day, five days a week, 52 weeks a year, this comes out at 130,000 prints per year. You need to divide 1500 by 130,000, to give you an additional £0.01 cost per print. This gives you an additional cost per 1000 prints of £0.11.

Therefore, your revised cost per 1000 prints, taking into account servicing, is £0.55.

**CONTINUOUS INK JET**

**Consumables costs**

Any cost per print calculation for a Continuous Ink Jet (CIJ) printer will usually start with consumables: bottles of ink and makeup. Ink prices vary quite a bit, but for the purposes of this article let’s assume that ink is £55 per 600ml bottle and makeup solution is £12 per bottle. On average, one bottle of ink usually requires around four bottles of makeup solution.

Cost per print calculation for a CIJ printer therefore works out at £0.001 (divide £55 by 46 million and multiply the answer by 1000). Add to this the cost of the makeup solution and the cost per 1000 prints goes up to £0.25.

**Servicing costs**

As with TT, with CIJ, there is also a requirement for servicing that needs to be factored in. Average annual servicing cost for a CIJ printer is around £850 per year (one service). The printer may also need additional parts, for example, pumps and filters, which may take this figure up to somewhere in the region of £1500 for the year. The amount that this will add to your cost per 100 prints can be calculated in the same way as for TT.

**THERMAL INK JET**

**Cartridge costs**

Cost per print will vary quite a bit for TII, depending on the required print quality and the type of image being produced. Let’s assume a company pays £76.50 per cartridge and is getting 380,000 prints per cartridge when printing a lot code and expiry date at 250dpi. Cost per 1000 prints will be £0.20 (divide 76.50 by 380,000 and multiply the answer by 1000). Add to this the cost of the makeup solution and the cost per 1000 prints goes up to £0.25.
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plastic perspective

ADDRESSING THE ISSUES SURROUNDING PLASTIC PACKAGING, TORUS PAK’S ASHLEY BALZER STATES THE CASE FOR ENVIRONMENTALLY FRIENDLY PLASTIC…

Plastic is found in every ocean in the world, on one hand because many countries lack proper plastic waste management infrastructure, and on the other because it stands up extremely well to harsh marine environments. The problem is growing worse with time since more is continually added but seldom is any removed or disintegrated. Calculations by the World Economic Forum predict that by 2050, the plastic in the ocean will outweigh the fish! This is a huge problem for marine life that can get tangled up in it or even mistake it for food and ingest it.

It is clear (unlike those oceans) that filling our oceans with plastic is damaging to marine life and their environment. Fortunately, people are waking up to the issue. Since a lot of this plastic waste comes from food packaging, it is only natural that, in an effort to be more environmentally friendly, many people are doing their best to limit their use of it.

SHIFTING PERSPECTIVE

While that intention is admirable, we may need to look at it from another perspective. People tend to think that we shifted to using more plastic packaging just because it’s cheaper. It is cheaper, but there are other good reasons we started relying more on plastic packaging, namely:

- It’s durable and provides protection from contaminants and the elements.
- It reduces food waste by preserving food and increasing shelf life.
- It’s thin and lightweight which lowers emissions since it doesn’t appreciably add volume or mass to transport.
- Plastic packaging serves to contain and preserve food during storage and transportation.
- It seals food away from the external environment, so it’s protected from outside elements like pests, microbes and humidity. Without this protection, food is more likely to get damaged and become unusable.

STRIKING BALANCE

Since plastic can be designed to be durable without becoming heavy, you don’t have to transport a lot of extra mass and volume. That means you reduce fuel consumption, which saves money and lowers emissions that are harmful to the environment. The judicious use of plastic packaging preserves food during transportation, increases its shelf life, reduces food loss and food waste, and can act as a medium to provide information on proper storage, handling and preparation. Since food waste contributes to climate change, water and energy consumption, deforestation, and biodiversity loss, it’s easy to see that every effort we make to mitigate those effects makes a big difference – and plastic packaging helps make it possible.

In 2017, Denkstatt, a sustainability consultancy that has been analysing efficiency and energy flows since 1993, published a study called How Packaging Contributes to Food Waste Prevention. According to their findings: “Even if improved packaging solutions contribute to increased CO2 emissions, the CO2 savings from reduced food waste are in most cases much higher.” The study assumed that none of the packaging would be recycled, but if it were then the carbon dioxide reduction would be even greater.

Plastic enters the ocean via many different routes, as shown in the U.S. National Oceanic and Atmospheric Administration graphic below. Proper disposal of plastic items (especially recycling, when possible) is clearly the key to keeping it out of the ocean.

DEVELOPING SOLUTIONS

Although consumers in industrialised countries produce the most plastic waste, developing countries are the source of most of the plastic waste that ends up in the ocean. The best way to help the environment is to improve recycling and waste management throughout the world – particularly in countries where existing infrastructure is lacking.

The UN has launched campaigns such as the World Conservation Monitoring Centre and the Climate Resilience Initiative A2R in an effort to define and address ecological issues in developing areas.

Overall, plastic packaging is a better alternative for the environment than glass, metal or other packaging alternatives – but even so, some options are better than others. In an effort to create the most environmentally friendly ready-meal packaging solution, our engineering team evaluated different options for the optimum plastic polymer to use in the Torus Pak.

In a study of 12 different polymers, polypropylene ranked #1 in lifecycle analysis, which is a tool to compare the environmental impact of packaging production, use and disposal. That’s why we use polypropylene in our Torus Pak.

WHY PLASTIC?

In an age where threats to the environment are widespread, it is important for individuals and industries alike to make an effort to minimise the negative environmental impact of their activities. Plastic food packaging reduces food waste and lowers carbon emissions – both of which contribute to a reduction in global warming.
Sustainability is without doubt one of the, if not the most, critical aspects concerning food producers in the UK today. Depending on one’s role in the food production chain from farmer to processor to shop to consumer the actual aspect of interest in sustainability will vary. However, all aspects of sustainability are critical if we are to continue to enjoy a supply of high-quality, affordable food into the future. Within the Jenton Group of companies, the area that concerns us, and hence the area which we believe that we can affect, is the reduction of food waste primarily in the food processing industry, but to a lesser extent in the retail sector as well.

LIFE EXPECTATION
WRAP, in their 2015 report “Reducing Food Waste by Extending Product Shelf Life, determined that by extending the use by date by just one day up to £600 million could be saved each year. JenACT, a subsidiary of Jenton International, working in partnership with Marine Products (Scotland) Ltd have developed a system for extending the shelf life of salmon fillets by exposing them to ultra-violet light. The team developed a suitable UVC conveyor and conducted several rounds of microbiological testing together with shelf-life testing. The result was that it could be clearly demonstrated that the shelf-life of the salmon fillets increased from 10 to 20 days.

Whilst the JenACT approach to reduce, or preferably, remove the contamination is an excellent one, it is still possible that food produce may contain organisms, such as bacteria or spores on fruit, that will increase the possibility of an early trip to landfill – but more about that later.

Another area that WRAP has investigated is the effect of leaking packs on the waste associated with processed food. In the report “Seal Integrity and the Impact on Food Waste”, they estimate that up to 480,000 tonnes of food is wasted in the UK each year because of poor seals. Although up to 24% of all packs are “at risk of failure” only 1% were detected in the factory using conventional means. Not only is this food wasted, but its carbon footprint is made worse by having to be then transported for disposal. A further area, and possibly even more infuriating, is food returned to the processor because the labelling is missing or incorrect labelling. Typical errors include incorrect “use-by” dates or missing allergen information. These can be caused by operator error or printer faults during production and confine otherwise perfectly good food to waste and hence a high carbon footprint for no gain.

WASTE NOT...
These three examples have many things in common. Firstly, they all create waste from otherwise perfectly good food. Secondly, there are techniques currently being utilised to try and either nullify the effect or test for it in the high-care food production environment (finding the fault in high care means that the problem can be solved, usually without destroying the food, and in any event with the minimum carbon footprint). Thirdly, there is one additional technology which when combined with existing methods and technologies can radically improve the detection of, for example, mould spores, poor seals and incorrect labelling. That technology is, of course, machine vision.

A perfect example is the latest seal tester from Jenton Ariana. Until now all Jenton Ariana seal testers have tested thermoformed and top sealed trays using a proprietary online 100% pressure-based technology. In short, a defined pressure is applied to all packs and the deformation measured. By comparing this deformation signature to that of a known good pack a leaking pack can be detected and rejected whilst still in high care all without effecting line speed. Where the technology often fails however is spotting a pack that is currently sound, but one that is likely to leak. That’s where vision comes in – literally to see food trapped in the seal itself. This is especially common where the food is automatically loaded into the thermoformed packs or trays and a trace of food such as spaghetti becomes caught in the seal. Although it probably will not affect the seal integrity at that instant, once it starts to dry it shrinks and the pack is compromised.

VISION ON
By using machine vision in combination with other techniques it is possible to create extremely robust and economic systems to significantly reduce food waste. Up until recently, the limiting factors were often the hardware cost and processing power required to run complex vision software. However, modern industrial computers combined with ultra-efficient algorithms, like those developed by UK machine vision leader Dimaco, are making machine vision a viable technology. Like so many things in life, combining vision with more mature technologies results in solutions that are far greater than the sum of their parts.

www.retailpackagingmag.co.uk
A huge rise in conscious consumerism and the wide media coverage of global environmental issues has had a direct impact on many people’s purchasing decisions. Not only are more people being directed towards eco-friendly products, but they are also interested in cruelty free and vegan products too.

A recent survey shows that 1 in 3 consumers prefer eco-friendly options when purchasing products and 35% of people are even willing to spend more money on eco-friendly products, with 56% ‘slightly likely’ to consider paying the higher price.

COMPANIES GOING GREEN
As a result of the growing conscience of customers, companies worldwide are making an effort to incorporate sustainability into their businesses. For example, McDonalds along with many other corporations, have turned from plastic to paper straws.

H&M and ASOS have recently embarked on sustainable sourcing programs and Iceland has stopped using palm oil in all of their own branded products. These huge developments show a promising future for the growth and increase of eco-friendly products, and they also support how important it is for companies to consider a customer’s conscience and how this impacts their purchasing decision.

BENEFICIAL TO BUSINESS
Using eco-friendly products will not only help you to grow customer loyalty but it will also improve your market share whilst creating a positive brand image. Eco-friendly packaging is also important and has many benefits including the following:
■ Easy to dispose of
■ Biodegradable
■ Reduces carbon footprint
■ Improves your brand image and attracts loyalty
■ It can be recycled and reused sustainably

LIFESTYLE BENEFITS?
Not only is it beneficial for businesses to create eco-friendly products for many obvious reasons, but how can they positively affect the consumer? Eco-friendly products offer many personal benefits to those using them, most of which coincide with the use of all-natural products. They don’t contain any harmful chemicals and instead of using materials such as plastic which is known to have BPA in that can cause a number of health issues, they use recyclable packaging and materials that aren’t damaging to the environment.

Some of the nasty chemicals included in many products have been shown to cause premature puberty in children, as well as diabetes, stunted growth and autoimmune disorders. Using eco-friendly alternatives to many of your everyday products can help prevent these illnesses and dangers, improving your health and wellbeing.

HOW TO TELL
It can be initially confusing trying to look for eco-friendly and recyclable products as some labelling can be misleading. Look for the following things when looking for eco-friendly products:
■ Green Seal – for cleaning products that are safe for the environment
■ Energy Star – for electrical products that are energy saving
■ Mobius Loop – this indicates whether the product can be recycled

“Some of the nasty chemicals included in many products have been shown to cause premature puberty in children, as well as diabetes, stunted growth and autoimmune disorders.”
DAPHNA NISSENBAUM, CEO AND CO-FOUNDER AT TIPA LOOKS AT HOW THE FLEXIBLE PACKAGING INDUSTRY CAN STEER US AWAY FROM PLASTIC POLLUTION…

Conventional plastic packaging is under attack, and rightfully so. Industry stakeholders in the UK must radically change the way they operate, given the growing consumer demand for solutions to the plastic waste crisis. A stark increase in regulations aimed at solving this global crisis has put a spotlight on the need for end-of-life packaging solutions.

There is a new plastic waste world order. Since China ceased their intake of plastic waste shipments in January 2018, the extent to which plastic pollution is harming the world has been pushed to the forefront of consumer consciousness. Recent research has shown that 88% of consumers in the UK find it necessary to include sustainable packaging information on products. As this widespread concern among consumers proliferates, retailers and packaging suppliers are being pushed to implement solutions and take action to protect the future of our planet.

INCREASED PRESSURE

The UK government has been taking the lead in tackling plastic waste, aiming to turn this crisis into an opportunity. The UK Plastics Pact has set forth the target that by 2025, 100% of plastic packaging must be reusable, recyclable or compostable. We expect more legislation to come into effect and for infrastructure to accommodate the changes following recent reports proving just how harmful plastic waste is to humans and the ecosystem.

Plastic has historically been an incredibly cheap material, but with new policies emphasizing EPR (Extended Producer Responsibility), which ensures that manufacturers are responsible for the end-of-life of their products, producers will soon have to bear the financial responsibility for the treatment and disposal of post-consumer goods. In the recent past, before legislation played a major part, ecosystems have been absorbing our waste, and taxpayers have indirectly paid for cleanup and treatment of plastic waste.

THE RECYCLING SACRIFICE

The last two decades have shown extremely low rates for recycling flexible plastics, 4% globally. Influential retailers are setting forth guidelines for proper recyclability of plastics that will require brands, manufacturers and converters to forgo certain properties of the packaging such as metallisation, printing and composition for certain plastics.

This time around, instead of tackling the plastic waste problem by repeatedly trying to fix a dysfunctional system, we can adopt a novel way of thinking by going back to basics: Compost. TIPA has developed a product that contains the same properties as conventional plastic, while emulating nature’s packaging in terms of its ability to fully break down at the end-of-life. Nature’s packaging is compostable, so why should ours be any different?

THE PATH FORWARD

The roadmap is changing. Environmental, economic and political conditions are forcing the packaging industry and retailers to recalculcate their route. The journey to a plastic-free future begins with the leadership of key market influencers – retailers, packaging industry leaders and government officials. With collaboration and the active implementation of sustainable technology, we can springboard our efforts into a reality and reach a true circular economy in the plastic packaging industry and waste stream.

tipa-corp.com

"This time around, instead of tackling the plastic waste problem by repeatedly trying to fix a dysfunctional system, we can adopt a novel way of thinking by going back to basics"
**WHY SHOULD THE EVENT BE IN ALL PACKAGING PROFESSIONALS’ CALENDARS?**

Packaging Innovations and Luxury Packaging London 2019 provides packaging professionals with the perfect platform to network with peers and discover the latest developments within the industry. With the largest line-up of exhibitors, both UK based and international, that we have ever welcomed to the event, and hundreds of product launches, it is set to be our biggest show to date. On top of our industry-leading suppliers, the event also offers visitors the opportunity to get hands-on with the latest, most cutting-edge packaging innovations, which they simply can’t do anywhere else.

The packed show floor will be joined by our extremely popular, free-to-attend conference programme as well as networking events and interactive features. These have all been designed to give visitors access to the tools they need to reimagine their packaging, increase brand awareness and boost their bottom-line.

**YOU’RE CELEBRATING 10 YEARS OF THE SHOW THIS YEAR. WHAT CAN VISITORS EXPECT TO SEE?**

We are very excited to be back for our 10th edition this year and I can confirm that there will be plenty of birthday activity happening across both days of the show. We have some fantastic show features in the pipeline which will aim to highlight how far the packaging industry has come in the last decade. Considering it has been a relatively short space of time, the progress that has been made is astonishing.

The event will celebrate its 10th anniversary.

**WHAT WILL THE CONFERENCE PROGRAMME HAVE ON OFFER?**

Design is going to be an even bigger focus for 2019 and we are delighted to welcome back the Pentawards Exhibit and Pentawards Conference. For those looking to discover globally renowned packaging designs and hear from the brightest minds in the luxury packaging sector, it is a must-attend part of the show. With speakers from major names including Mars already confirmed, the Pentawards Conference is set to be a real highlight of the show this year. The Pentawards Gala will also be taking place at the end of day two and will bring together the global packaging design community to celebrate the winners of the most coveted prize in the industry, helping to further deepen the show’s connection with world-class design.

Also on the agenda, will be the major issue of sustainability, as some of the biggest names in the industry from the likes of Green Alliance, Biffa, Waste Aid and Veolia, join the Big Plastics Debate when it returns to further the conversation on plastics in packaging and build on the groundwork laid by the industry in recent years. Subjects up for discussion include sustainable packaging, materials, recyclability, food waste, reusable packaging and the environmental impact of packaging.

Finally, the Main Stage will host a series of sector-specific forums for our vertical markets, focussing on the retail and e-commerce, beauty, drinks and food industries. These sessions will be very relevant and specific to our visitors needs and challenges. Other speakers joining the line-up include experts from BrewDog, Manchester University and Heriot Watt University, with many more big names yet to be announced.

**WHAT NEWS IS THERE ON SUPPLIERS?**

Not only do we have new suppliers on board this year, but after 78% of our exhibitors rebooked their stands following the show last year, we are also welcoming back more previous exhibitors than ever before. In terms of suppliers at the show, Luxury Packaging will host the likes of Hunter Premium Packaging, Lucas Luxury Packaging, Item Products, Next Luxury, Cole Fabrics, MW Luxury, Zone Creations, Arcade Beauty, Dapy, Eurotexile, Curtis Packaging, Croxsons, Favini, Billerud Korsnäs, and Montagne Custom Packaging.

On the Packaging Innovations side, we have Aegg, Billerud Korsnäs, and Montagne Custom Packaging. Dapy, Eurotextile, Curtis Packaging, Croxsons, Favini, Antalis, Baralan International, Surepak, New Vision Packaging, Huhtamaki and Toly, amongst others.

As always, innovation remains at the heart of the event, and we are delighted to welcome back more previous exhibitors than ever before. In terms of suppliers at the show, Luxury Packaging will host the likes of Hunter Premium Packaging, Lucas Luxury Packaging, Item Products, Next Luxury, Cole Fabrics, MW Luxury, Zone Creations, Arcade Beauty, Dapy, Eurotextile, Curtis Packaging, Croxsons, Favini, Antalis, Baralan International, Surepak, New Vision Packaging, Huhtamaki and Toly, amongst others.

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Kicking Things Off with a Brief History of Kite Packaging – How Did You Start and What Do You Offer the Industry?

Founded 18 years ago, Kite Packaging is one of the country’s leading packaging suppliers. From day one we set out to partner with customers who saw the value in a solution provider rather than just another packaging supplier. Kite was started up with a unique vision – To be the premier packaging supplier in the UK with a philosophy of employee-ownership. At kite we believe that “customer satisfaction matters so much more when you own the business”. Kite is now one of the biggest players in the UK market.

What is Kite’s USP – What is it that Makes Kite Packaging the Go-To Solution?

We don’t just sell packaging; we help our customers find the right solutions to their packaging problems. We want to help people use minimal packaging that offers maximum protection. Our mission is to continue to grow and exceed customer expectations and that is all about great employee partners, so we put huge effort into growing great talent with a graduate program and apprentice program as well as our own training academy to support talent.

Tell Us about Your New Chilled Packaging Range – What Does it Comprise Of and What are the Benefits?

Our new chilled packaging range caters for a wide range of all customers who ship temperature sensitive goods; boxes, envelopes, box liners, pallet covers, and ice packs are all in this range.

The flagship product is the enviro-friendly insulated boxes, made from Kraft paper and starch-based loose fill, they are 100% recyclable and made from 98% bio-based and renewable materials.

Our other insulated box liner and the pouches are made from a unique combination of metallised polyester, bubble wrap and foam.

The thermal pallet covers are another lightweight thermally efficient product, comprised of a water-based, food safe, polymer gel and simply require freezing.

As part of our new chilled packaging range, we are also offering two types of ice packs, a traditional gel pack and the all new ice sheets. The gel packs are comprised of a water-based, food safe, polymer gel and simply require freezing. The ice packs use the same polymer but are dehydrated, requiring submersion in water for a short time.

How Have You Factored in All the, Ever-Increasing, Environmental Concerns?

We’ve wanted to get the ball rolling by doing everything we can to reduce our plastic usage and help others do the same, which is why we launched our 120-tonne plastic reduction target for 2019. On our website you can find our environmental page, featuring our reduce, re-use, recycle and replace pages, all of which have products that will help businesses increase their eco-friendly operation. These include high performance stretch film, eco mailing bags – produced from sugar canes, waste compactors and cardboard balers.

Finally, We Hear That Kite Now Has a Mobile Test Facility, Tell Us About That.

With everything in business being particularly fast-paced, packaging often ends up as an afterthought which results in higher damage rates and compromises brand reputation. That’s why we have invested in our mobile test facility to take the solutions directly to the customer. On board, our packaging technologists, can demonstrate optimised packaging solutions in action and carry out scientific audits of your stretch film requirements.

The truck’s equipment includes a low profile stretch wrap machine, robot stretch wrapper and highlight testing kit, Sprick paper systems that dispense effective, environmentally friendly void-fill solutions, as well as a paper gummed tape machine, an over-head air cushion delivery system, and AutoCAD and Solidworks software.

kitepackaging.co.uk

Coming Soon: Retail Packaging Jul/Aug

Featuring: Drinks Packaging, Cartons & Boxes, Papers & Boards, Confectionery & Snacks, Contract Packing, Wrapping Machinery

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