

# dialogue

CONTRACT PACKAGING, BRAND DESIGN, PACKAGING, STORAGE & DISTRIBUTION

ISSUE 2

## all-inclusive service

**We do make ordinary products interesting. Everyone agrees.**

And by doing so we have enhanced our expertise to the point at which we can offer customers a fully-inclusive packaging service that lets them concentrate on the job of developing market-beating products. As we have said before (and on more than just the one occasion), the newly expanded specialist team at glowcroft can provide a polished and professional service from concept through to delivery from just one reliable source. Research tells us that this is what our customers want. The benefits of synergy come from sourcing design, packaging innovation, quality contract packaging/ manufacturing

and storage and distribution from the one company. So please stick with us. We're taking the art of contract packing to a new level providing a smooth and seamless service to customers with both established and break-through brands. We start with brand design. Nothing is more important. We can visualise an initial concept or work on an existing brand that needs refreshing. Once we have agreed the strategy for fulfilling a client's business potential we then move on to the mechanics of the packaging and the chosen offer. It may be a sample, promotion or cover mount that we work on and this is the point at which we can source the component parts for the job, produce the packaging and contract pack.

The standard of packaged products featured in our portfolio is second to none. We use the best brand names, quality materials, printing processes and techniques to make products stand out from the crowd because they are fun and funky, bright and dynamic, attention-grabbing and irresistible.



Left to right: Original foil sachet format before re-branding; red sachet was the first product to be re-branded for roses and other garden flowers/vegetables; "rootgrowplus" for trees was the first product in the range in a re-sealable pouch format; "rootgrow rootfood" is the latest in the brands evolution printed in China.

And we can do this for you and your products if we're not already.

Said glowcroft MD, Steve Tarrant: 'The whole concept of the one-stop shop has now dropped into place and is proving a valuable asset to our customers - new and existing alike.'

'We now work more proactively with our customer's own marketing teams and this is bringing many rewards. For those who are open to new ideas and radical product development it is worth entering into glowcroft's evolutionary new world of packaging.' Whether you are a loyal customer or brand new contact, we want you to know that we value your business and look forward to working with you again on your next project. If on the other hand, you've just stumbled across us by internet or exhibition-search or because someone has

recommended us, we would be pleased to give you a personal introduction to the glowcroft all-inclusive service. Go on. Find out what exciting things we could do for your products.

### Did you know?

Glowcroft is an Accredited Member of the British Contract Manufacturers & Packers Association (BCMPA) which is dedicated to promoting the concept of outsourcing by recruiting only the highest calibre contract packers. And this means that customers can have full confidence in outsourcing any projects to us knowing that the job will be packed and presented to the highest quality, and checked and delivered on time, every time.



Arden Grange "Together Forever Pack" was created by glowcroft design. The pack is designed to contain 3kg dog/500g cat hypoallergenic dry food, a bespoke Arden Grange dog bowl and measuring cup and essential caring/feeding guide booklet.

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# big impact

## going nuts about netting

New packaging styles will come and go but netting will live on forever. The possibilities offered by this eternal packing system are endless which is why so many products, from buckets and spades to bulbs and bird food, work well when presented in a net. Glowcrot is a specialist in the contract packing of petcare products and this service extends to products for wild animals and birds too. From wild bird seed to sunflower seeds and good old peanuts, we net them all for birds all over the country at a cruising rate of 1500 nets per hour. And this section of the business is growing year on year. With our customers supplying at least four major retailers, no birds should go hungry.

**When you're looking at Bulk Display Units you need big impact.**

Nothing more or less will do. Take it from us. And that's why Seed Starter from Thompson & Morgan is currently turning heads in the all-so-competitive garden centre retail environment. The glowcrot designed, multi-lingual BDU with its uniquely sculpted body-shape stands out prominently as a vision in striking purple and green. It features bold pack images and information as it presents product packs at hand height to tempt customers to buy

the specialist vermiculite product for cultivating seed. The BDU unit can be displayed anywhere in the outlet plus the sachet packs contain euroslots so they can be adapted to hang on trendy Clip Strips to encourage other impulse purchases. Said Stephen Gittins of Thompson and Morgan: 'The glowcrot team take the time to get to know the products, brands and markets in which they operate so they can effectively develop the design, brand and packaging accordingly with innovative and cost effective results.'



Powerful point-of-sale design/construction with massive standout appeal.

meet

# Trevor Fenn

warehouse manager



Trevor Fenn is the man who has his finger on the packaging pulse at glowcrot. He is the unstoppable, unflappable Warehouse Manager who controls the quality, condition and speed of goods coming into and going out of the company. He oversees the packaging, storage and distribution of products in many cases despatching them directly to the trade and retail sectors.

'I love the challenge of the job', says Trevor. 'No two days are the same but our mission is constant - to give customers the confidence that we will produce packed and filled products to the timescale and finished quality expected. We can be dealing with a tonne of mixed bird feed at one moment and 1000 litres of liquid for bottling the next. Our computer system tracks the stock and raw product at each stage

in the process so we have a snapshot of where everything is at any one time. We have the capacity to store in excess of 1000 pallets at our facility and it is not unusual for us to handle over a million pallets in a year.' Trevor is equally focused on production and warehousing as he sees the two activities as being highly interdependent. He monitors the flow of goods through the

factory and the majority of orders are ultra time-sensitive. 'Many customers need us to react with lightning speed in order for them to capitalise on lucrative sales opportunities while others have a more controlled flow of work which means they provide us with the luxury of regular orders to fulfil.' There are marked seasonal fluctuations within contract packing with the run up to Christmas and spring bringing packing, distribution and storage peaks to the business. So it's a bit of a busy time then Trevor? Possibly not the best time to find out what one of the lynchpins of the business does to unwind after a hard week of warehousing? Well in a nutshell, he is your typical action man who enjoys scuba diving, running and cycling; and following the Tour de France whenever he gets the chance (which is not often).



Trevor - the unstoppable, unflappable Warehouse Manager!



# new liquid asset

our fluid service evolves

We used to say we could pack anything but liquid. But now that has changed with the introduction of our new liquid filling line. Riding on the crest of another new wave of investment, we are now offering luscious liquid filling

in addition to dry packing under the one large roof. We can fill 50 ml to 3 litre products with our new twin-head, state-of-the-art British-made liquid filling line which comes complete with label applicator and trigger head pusher making the line extremely fast and efficient. Typical runs speeds for the line are 700 bottles per hour (depending on the product viscosity and type of packaging specified). Added to this, the line has a 1.5m mid-section to allow for the manual application of extra promotional items such as specialist leaflet labels and neck collars. Explains Managing Director Steve Tarrant, 'The new

line was installed to meet the growing demand for outsourced liquid packing especially for small bottles and containers for sample packs designed for special offers and promotions. While we were not actively involved in liquid filling, we were still getting lots of enquiries for the service and so worked with a variety of British manufacturers to design the most flexible liquid filling machine possible for liquids, gels, creams and potions.'



Automatic in-line label applicator.

## handy option



Many hands make light work.

With 9 highly flexible, computer-controlled packing lines producing products packaged and presented to the highest possible standards you might wonder why we're still handfilling some orders. But the truth is some products are just meant to be put together by especially trained hands like those belonging to the happy, clappy glowcra<sup>ft</sup> packing team. Being experts, they are easy to brief and quick to learn. And nothing pleases them more than a challenge.

But of course not all handfilling needs to be complicated. Many handfilling contracts are gift packs or special offers which are designed for leisure and pleasure. Like one of the most recent contracts to pack a set of three Fun Seeds growing pots for children. The pots from Mr Fothergill's were packed with love and care by the glowcra<sup>ft</sup> team for springtime delivery to the retail sector. Each kit contains a colourful pot, compost, seeds and a growing guide.

The varieties are so perfectly chosen for the tiny green-fingered folk - Tiny Toms, Baby Sunflowers and Fairy Fun (a colourful and diminutive fairy-like flower mix to be displayed anywhere, but preferably at the bottom of a youngster's garden!)

## exhibiting at GLEE or Petindex?

we can help you create maximum impact...

- exhibition stand design
- marketing literature
- sample give-aways
- product launches
- advertising

...contact us now to discuss your show and brand requirements - 01449 723330

# glowcroftdesign

DESIGN BRAND DEVELOPMENT BRANDING STRUCTURAL PACKAGING ADVERTISING MARCOMMS EXHIBITION DESIGN POINT-OF-SALE CMS WEBSITE DESIGN



A CMS website enables you to freely and easily communicate with your audience. It's a powerful, cost effective marketing tool.

CMS database website design

## wonder web

**Imagine life without the web. And then wonder how on earth any of us would cope.**

We rely on the power of knowledge that we now have at our fingertips. It has become part of our everyday existence.

No surprise then that glowcroftdesign is helping an increasing number of its go-getting clients to get the most from their websites. Make them work seamlessly is what we say. Make them work hard to woo your customers and see how your business can grow through simple ideas to creating new and repeat sales.

With CMS (Content Management System) technology we can enhance your internet marketing strategy and drive traffic to your website. CMS gives you the power to constantly update and refresh the content of your site. All you need from us is the contemporary design style to

cover the various screen pages, the initial site-build and the migration of your data into the system. Explains Keith Suffling: 'CMS gives you a whole stack of unique and measurable marketing tools in one hit that will work for you much faster than you can ever imagine. You take complete control with CMS. Your welcome page can work like an interactive magazine - showing your customers the news and updates in a format that goes beyond selling. You can win over new customers and build lasting relationships with those who visit your site regularly.'

'With custom website design and CMS you have every e-commerce solution at your fingertips. Website design and build can start from as little as £4,500. If you feel that your company is falling behind the competition with its e-branding and e-business potential you should find out more about CMS from glowcroftdesign.'

brand development – case study ~ Anson

## food packaging with passion

glowcroftdesign has recently launched a newly designed fully-functioning e-commerce website for Anson which features a fresh corporate identity, CMS website technology and the 'head-turning' design and photography from the creative team. With the help of a new portfolio of products, some gorgeous imagery, smooth copy and outstanding brand creativity, the design team has created a site so friendly, so informative and so easy to work that customers can't leave it alone. The original site had been

achieving around 100 hits a year compared to the new business-building site which notched up a stunning 110,000 hits (in the first month). Over 250 downloads of the company's e-brochure were saved by a range of potential customers which resulted in no less than 13 new sales leads in the first six-weeks of trading. The revamp of the website actually paid for itself within the first three months of business. Ten months later and the hits still keep on coming – on average 45-50k every month. But don't go by what we say, take a look for yourself at [www.ansonpackaging.com](http://www.ansonpackaging.com)



glowcroftdesign work with top name food photographers and home economists in London and locally.

brand development

## take the plunge try something new

**Let us demonstrate how creative marketing ideas can work for you.**

Arden Grange took the plunge when they visited glowcroft to discuss the production of sample sachets of their nutritionally complete dry pet foods for cats and dogs.

While looking at artwork for the sachets a whole raft of simple but stunningly effective ideas were suggested by the glowcroftdesign team to help enhance brand strategy, loyalty and positioning.

The outcome of these no-obligation 'what-if' discussions was the development of a new Variety Pack for the three delicious flavours of Arden Grange Crunchie Bites for dogs, the resealable pouches of the Ultimate Dry Dog Food that offer our canine companions the delights of hypoallergenic, wholesome and natural ingredients. And if this wasn't enough to keep sales fresh and buoyant, a new and unique concept of creative product

marketing was born

which saw the development of the Together Forever Pack introducing dog and cat food packs for use in kennels, catteries and re-homing centres. The distinctive pet-kennel shaped box - includes 1kg of food, a silver bowl, measuring cup and feeding/caring guide for dogs/puppies - sets every new customer up with everything they need to start on the complete dry pet feeding regime. It is an idea that went down well at the place where the most discerning dogs and dog owners gather - Crufts 2006. Need we say more.

