

dialogue

CONTRACT PACKING, BRAND DESIGN, PACKAGING, STORAGE & DISTRIBUTION

ISSUE3

glowcroft has tricky treats licked

At glowcroft we enjoy a challenge to get our teeth into, and that's exactly what we got when one of our existing customers asked us to pack their brand new product line. The first of the new products out of the kennel for premium petfood manufacturer, Pointer Petfoods, is a range of treats for puppies.

While the Puppy Love biscuits had to please young dogs, the packaging had to have that 'aah' appeal for the puppy owners. Pointer Petfoods showed us the box they wanted to use – an unusual, kennel-shaped box complete with pointy top. All we had to do was construct a pack that would fit neatly inside!

The pack we designed moves away from the typical flat sachet and instead, mirrors the kennel shape

of the box. We fill a block-bottomed, printed film sachet with the biscuit treats, and even when this is taken out of the box, it stands upright. There's no mistaking what's inside with the heart-shaped label displaying the Puppy Love brand.

Once we have filled the sachets and put them into the kennel-shaped boxes, we add a barcode label and

then pack them into a display box so they're ready for sale.

Another treat, Indulge bars, are five healthy, meat strips packaged to look like a chocolate bar. To meet the anticipated market demand on product launch we had to be able to pack 300 strips a minute, creating one 'bar' every second. The first run alone demanded 200,000 bars. To achieve such a high

volume, high speed run we added bar-stacking magazines to automatically feed our flow-wrapping machine. The resulting bars simply fly off the line. We understand they're flying off the shelves too!



enterprising mini packers



As part of Occold school's mini-enterprise scheme, 20 pupils (nearly half the school) visited glowcroft to see how wild bird seed, sunflower seeds and peanuts for the birds were packaged.

Three mini-enterprise teams, namely Jumbo's, Supersale and Lion's Den, are being run by 9 to 11-year olds, who came to the factory to look at different packaging options.

Glowcroft hosted the youngsters (and some of their mums) as each

team tried to decide how best to market and sell their birdfood products. This involved a round-table discussion and a visit to the factory floor, and with the help of glowcroft's design studio, designing their logo and a poster. The teams will be buying-in 25Kg bags of bird food and having glowcroft pack it according to each team's

specifications.

"We are so pleased we can help a local school, and as Occold Primary is a very rural school, it's good to show them an environment that is outside their every-day experience," commented Jayne Tarrant, marketing manager, who masterminded glowcroft's involvement.

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Logo and Poster of one of the groups from Occold School.

eat this! SwellGel goes large

In all our years of contract packing, the strangest thing we have been asked to pack is dead, whole, cooked scorpions. These little morsels are just one of the horrible forfeits in a new board game based on the TV programme I'm a celebrity...Get me out of here! Ants make up another forfeit, and we've also bottled those! One member of staff was heard begging: "I'm only a packer, get me out of here!"



Following two years of increased sales of Bayer Garden's SwellGel and BasketMate products, we are now packing SwellGel in even larger stand-up, resealable pouches. With the problems caused by the dry summer of 2006 fresh in the minds of gardeners, the 500g and 1Kg SwellGel pouches are sure to be fast sellers from next Spring onwards. **At glowcroft we are more than ready to handle the larger sizes and anticipated market demand – after all, we can fill pouches from 10g to 2Kg, and in any volume.**

The larger packs will bring benefits for both the gardener and the retailer. Because the pouches are self-supporting and totally weatherproof, it is easy to stand them outside either at home or in the garden centre. **Helpful retailers can display the water-retaining products outside with the plants and hanging baskets so that the gardener will be reminded to pick up some of these water-retaining aids.**



powders? no problem!

Our customers give us some pretty interesting packing challenges, and we're pleased to say that we haven't been beaten yet! However, some jobs stretch us more than others, and fine powders are definitely in the stretching category.

So what's so difficult about packing a powder? Well, for a start, you have to keep the powder away from the sealing areas otherwise you don't get an effective seal. Also, if you imagine dropping loose powder, like flour, from a height, can you see what happens? Lots of powder escapes creating contamination of the atmosphere, and of course, lots of unnecessary waste.

That's why we have invested in brand new, computer-controlled, specialist equipment for handling and packing powders. This machine feeds the powder into the packet by driving it rather than dropping it. The contents and the packing are self-contained within a fully sealed, air-tight environment so that none of the powder can escape or get where it is not supposed to. This machine is so up-to-the-minute that it doses with an accuracy of within half a gram.

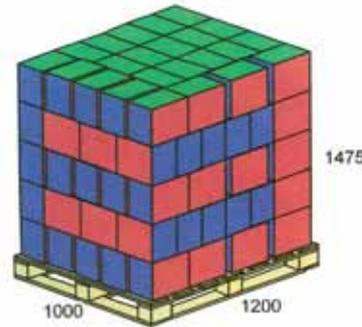
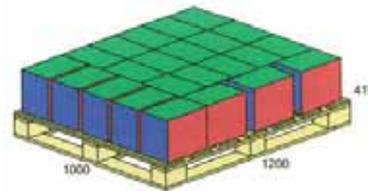
With this technology we can pack powders of different consistencies – anything from fine powders and soluble powders like plant food and fertiliser, through to granular products like blended fertilisers and anglers' groundbait.

We are confident that we can now pack powders with such speed, efficiency and accuracy that powders won't stretch us in quite the same way again!



Did you know?

You no longer have to search for that ordinary, brown box to pack your items into, because we've got it covered. Our unique, GLuni boxes all have the same footprint, and come in 5 different heights. They stack perfectly in layers. We keep approximately 15,000 in stock, so if you can't find the box you need, we can find it for you.



Did you know?

Glowcraft can help you when it comes to working out how to stack a pallet most efficiently. The days of calculators and scraps of paper are over when it comes to working out how many boxes will fit on a pallet, because we now have new technology to do that for you – and for us. Just tell us the size of your pallet and the boxes, and we can tell you how many boxes will fit and in what configuration.

meet Paul Fitton-Jones

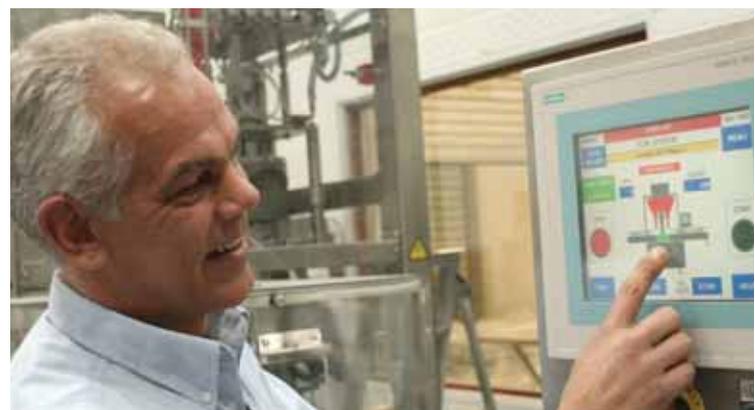
production manager

Paul has been with us for almost three years, and his role is crucial to the smooth running of glowcraft. As production manager, Paul makes sure that the machines on each of our 14 lines is the right machine for the job, and that it is set up correctly. He is the one who plans and schedules each run for our customers, and as well as being in charge of the machines, he manages 12 permanent packing staff, and any number of temporary staff. Without him, everything would grind to a halt.

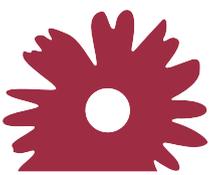
Paul says that every day is 'all go' from start to finish. If you ask him what days he remembers most about working here he'll tell you that it's the days he had all machines running simultaneously. "The days, all of the machines are tanking along nicely," he explains. Since moving to the current site, Paul is proud to have made the department's work more visible. "Now, anyone in the company can

look at the production schedules because they're posted on our internal website. When customers phone in to find out about their job, anyone at glowcraft can see instantly when the run is scheduled and when it will be complete," he says.

When Paul isn't attending to the production lines, you'll find him renovating his Victorian house or out walking his two dogs.



Paul with Glowcraftpacking team.



glowcroftdesign

BRAND IDENTITY STATIONERY BROCHURES&LITERATURE ADVERTISING PACKAGING DESIGN WEBSITE DESIGN POSTERS&BANNERS

distinctive design for Dek-King

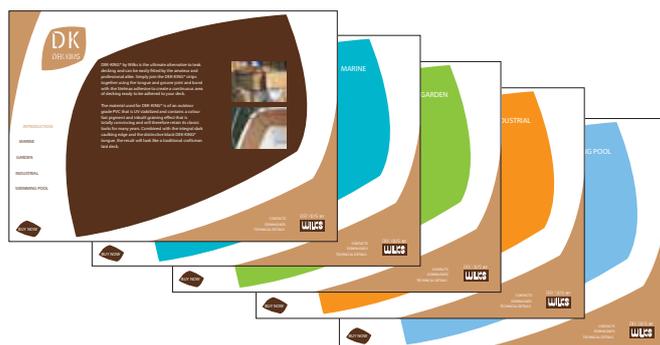
Dek-King specialises in traditional-looking decking made from modern materials, and a website is an ideal way to promote the different applications and uses of its products.

When Dek-King gave us the brief: "We would like a website" it gave free rein to our imaginations and creative talent. The first thing we suggested was a logo to give the product and the company a brand identity, and the subtle shade of the

product gave us the starting point for the colour.

Once the logo was designed, its shape led us to the design for the website, and the different applications inspired the colours for the various website pages – turquoise for marine applications, green for gardens, blue for swimming pools and gold for industrial.

See for yourself how it looks at www.dek-king.co.uk.



meet our design team

The designers behind the success of glowcroftdesign are Paul Abbott and Sarita Nunes Ramos Watts.

Paul studied at Suffolk College, and brings many up-to-the-minute ideas from the world of art and design, as well as an understanding of today's market. Sarita is from Brazil, where she learnt her design skills. Sarita still keeps close to design trends there, and so often comes up with ideas that other designers wouldn't have thought of. "Your website could be visited by anyone in the world," she says. "My designs bring an international flavour and perspective which may be more

appealing to some potential customers."

The team is inevitably involved in the design of packaging, but also increasingly in the design of websites, leaflets, adverts and brochures for companies with absolutely no packing requirements. "Every project starts with us researching who it is our clients want to appeal to," Paul stated. "Once we fully understand the requirements, we will present potential solutions and get input from our client until we have created a design they like."

For more information you can now visit our own website, www.glowcroftdesign.co.uk.



Wilks' brochure gets a makeover

How do you improve a brochure?

That was what glowcroftdesign set out to do for extrusion manufacturer Wilks. The content of their existing brochure didn't need to be changed and the company's logo and brand identity were already well established, so what could we do?

First, we suggested making everything bigger so that the products were easier to see. We then created a standard design for each page that included the name of the product line in the top corner. Add a colour coded table of contents to make it much easier for the reader to find the information they are most interested in quickly and we're almost there. Just one or two new images for the front cover and it's done.

The result is an A4-sized brochure with a consistent look that displays the company's product range to maximum advantage. We are pleased with it, and more importantly, so is Wilks.



glowcroftdesign

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