Thrive

TO INSPIRE OUR PEOPLE AND THE BRANDS WE SUPPORT TO THRIVE

Glowcroft

ISSUE 01













IN THIS ISSUE

Glowcroft Europe
Our next chapter

FIAS accredited
Fertiliser safety, sealed

Investing in Pet
Built for everyone

Twenty years of Paul
The people behind the pack
20

Welcome to the first issue of **Thrive**. This quarter: a new chapter across the Channel, a hard-earned audit pass, and an investment in Pet, that benefits everyone.

It has been a busy few months on the Glowcroft floor - a new partnership across the Channel, an independent audit passed, and a milestone for one of our longest-serving people.

We hope you enjoy reading about it as much as we enjoyed the work itself.

With thanks for reading,

Jayne Tarrant

Managing Director





A significant new chapter for Glowcroft, and more possibilities for our customers.

We are pleased to announce the launch of Glowcroft Europe, extending our contract packing capabilities into the EU through a strategic partnership with an established Dutch co-packer with extensive experience in the pet food and pet care sector.

For years, brands have trusted Glowcroft to deliver reliable, flexible and well-controlled contract packing in the UK. Glowcroft Europe builds on that foundation, giving customers access to production capabilities on both sides of the Channel while maintaining the standards, oversight and accountability they expect from us.

Why Glowcroft Europe?

For brands selling into the EU, or planning to, production location can have a major impact on logistics, lead times, flexibility and cost.

Glowcroft Europe provides the option to pack EU-bound products within the EU, supported by a partner with strong local market and pet-sector experience. Rather than asking customers to establish and manage another supplier relationship, Glowcroft coordinates the production solution and ensures projects are matched to the most appropriate capability and location.

More possibilities for your brand

WHAT THIS MEANS FOR CUSTOMERS

01 **UK and EU production capability**
Access to established production resources on both sides of the Channel.

02 **Greater capacity and flexibility**
From smaller specialist runs and new product launches to larger-volume production.

03 **A broader range of packaging solutions**
Additional capabilities across filling, packing, labelling, repacking and specialist production.

04 **Pet-sector expertise**
Practical experience supporting pet food and pet care brands in the Netherlands and continental Europe.

05 **Greater supply-chain resilience**
Additional production options can reduce dependency on a single manufacturing location.

06 **Shared technical knowledge**
Broader expertise across machinery, packaging materials, production processes and quality requirements.

07 **Better project matching**
Work can be placed with the production site best suited to the product, packaging format, volume and target market.



Glowcroft is now FIAS accredited

Fertiliser doesn't behave like most products on a packing line. Get the traceability wrong, and the consequences go beyond a customer complaint - they touch public safety.

That's the standard our horticulture customers hold their supply chain to. It's why we've spent months preparing for independent audit against the Fertiliser Industry Assurance Scheme (FIAS), audited by Kiwa - and we're proud to confirm we've passed.

Getting there meant an external audit of exactly how we run our horticultural lines: stock segregation, site security, documentation, and traceability from goods-in to despatch. We passed because it's close to how we already ran the site - FIAS just puts an independent stamp on it.

What it means for the brands we pack for

- Full traceability, backed by evidence that stands up to external audit, not just internal record-keeping.
- Tighter security around a genuinely sensitive product category, independently tested rather than assumed.
- Fewer approval hurdles - where FIAS has been a condition of doing business, it no longer needs a conversation.

Same team, same site, same accountability we've always operated with. What's changed: an independent body has checked our work, and agrees.

Running fertiliser or feed-related horticultural products through us - or thinking about it? Talk to your account contact about what this means for your supply chain.





Investing in Pet, built for everyone

Pet is where we've grown fastest, and it's where this investment starts.

We've ordered a new pouch line for Pet, lifting output well beyond where we run today. The line it replaces gets a new home in our dedicated horticultural unit, giving that sector fully automated capacity of its own for the first time. One purchase, two sectors upgraded.

That's the thinking behind it: an investment for the whole business, with the ripple reaching horticulture, wellness, construction and FMCG right behind it.

Growth plans on your side that need extra capacity behind them? Let's talk.

Twenty years of Paul



"Loyalty like that deserves saying out loud, so we're saying it. Thank you, Paul, for twenty years of commitment to Glowcroft."

JAYNE TARRANT

This summer, Paul Abbott marked twenty years with Glowcroft. He joined our design department in 2006, and he's been there ever since - turning up, doing the work, and doing it properly, through every change this business has been through in that time. He's built the department into what it is today, and he's still the person people go to when design needs to be right.

That kind of consistency doesn't happen by accident. Paul has shown up and cared about getting the detail right, one spec and one project at a time, building a reputation for work you don't need to double-check. It's the sort of reputation that takes years to earn and is easy to lose - Paul has held onto it for two decades.

He's our Design Manager, leading the team that offers packaging design expertise to our customers. His creative mind, paired with a practical knowledge of packaging, is an asset any brand owner can tap into.

Twenty years is a long time to stay anywhere, and it's a long time to stay this good at something. Paul's been part of the backbone of this business for two decades, and we're lucky to have him.

Jayne Tarrant

If your brand's next design needs someone who understands print, materials and production — not just a brief — then get in touch.

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Want to work with people like this?

If you're weighing up your packing options, let's have a conversation.

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More on how we help brands thrive - every issue

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