

Operations

Sponsored by

antalisTM
Just ask Antalis

Powered by performance data from

 **IRUK**
TOP 500
Sponsored by



P F S

PREPARE YOUR PACKAGING FOR

EXPECTED AND UNEXPECTED

PEAKS IN SALES



Optimising your packaging operation is key to dealing with spikes in customer demand, as well as creating efficiencies and costs savings.

Discover more, read our **3 top tips for achieving on-demand agility within your packaging operation**

antalispackagingsolutions.co.uk/peakplanning

Antalis Packaging has a complete range of packaging materials, systems and bespoke solutions to improve the flexibility of your process, equipping you to deal with fluctuations and last minute changes.



antalispackagingsolutions.co.uk

antalis TM
Just ask Antalis

Antalis Packaging delivers through automation for The Book People

ANTALIS PACKAGING recently installed an I-Pack® corrugated packaging system for The Book People, automating 45% of the packaging of the bookseller's orders to deliver savings on labour, materials, storage and transport.

A successful online and mail catalogue bookseller, The Book People has an expanding customer base and growing inventory. However, manually processing around 64% of its orders by hand had become increasingly time consuming and was costing the company money. Moreover, keeping track of the different packaging materials used for orders ranging from single A5 paperbacks up to large collector's sets was adding to the company's inventory management workload, while storing them was space-intensive.

Antalis Packaging recognised an opportunity to streamline the bookseller's processes and optimise efficiency with an automated solution. Scott Byrom, Key Account Manager at Antalis Packaging comments, "We've worked with The Book People for 15 years, so were familiar with their processes and aware of their challenges. They were using as many as 11 different types of packaging, which complicated their manual packing operation and created problems with managing inventory. Reviewing their processes, it was clear that automation would help to solve multiple problems at once, so we recommended the I-Pack."

Minimising costs and optimising output

The I-Pack is designed to minimise costs and optimise productivity within fulfilment operations. Savings are achieved through reduced shipping costs of smaller volumes, while automated tray forming, height adjustment, and lidding reduces spend on consumables and void-fill. Product security is also increased with tamper-evident closures resulting in reduced returns. Furthermore, consumers receive parcels that have



less packaging, are 100% 'curb-side' recyclable and are easy to open.

Installed in late 2015 at The Book People's 100,000 sq ft warehouse in Bangor, North Wales, the I-Pack automated packing system measures the height of each box's contents, then reduces the box size to match by folding down and gluing the flaps. Folding away empty space in this way also drastically reduces the need for void-fill material.

After less than three months of the machine being installed, the system was yielding benefits. Wayne Spencer,

Head of E-Commerce Logistics at The Book People explains, "The I-Pack now handles 70% of orders that were previously processed manually. Now the only manual intervention needed is when operatives pick items and place them in the box."

50% reduction in packaging materials

"The machine has also eliminated 50% of the packaging materials we were using before," continues Wayne. "As a result, we've reduced packaging storage by as much as 100 pallets because the material we now use is all flat-packed. In addition, because the machine folds any void away, we're not paying to transport fresh air and can now fit 17% more packages in a container. That amounts to a saving of around one container every week."

Wayne has also been delighted with the support from the Antalis Packaging team throughout installation. "From working with us to determine which order types and sizes would be most suitable for the machine, through to helping us find a cost-effective solution when the print on our standard boxes was making it difficult for the machine to seal them, Antalis Packaging's support has been instrumental in getting the solution up and running."

Scott Byrom concludes, "The savings and improvements being delivered by the I-Pack for The Book People are what we strive for in our approach to working with all customers. We work in close partnership with them so that we can understand their challenges and help them to identify solutions that will deliver savings and ultimately improve their profitability."

antalis TM
Just ask Antalis

The quest for painless operations

Flexibility is the *mot du jour* but that demands full visibility of all data and a retailer's whole network, says **Sean Fleming**

TO ANYONE CHARGED with the task of making improvements in retail operations, the sector must appear set upon by an army of complex challenges. While that's true, many of these challenges share a common point of origin: retail operations are now called upon to undertake tasks that were not foreseen when many of the systems and processes were developed and implemented.

Divisions, departments and units that didn't exist until relatively recently now exert an enormous gravitational pull on their organisations, and rivals have sprung up left, right and centre as barriers to market entry have lowered. Furthermore, something that has traditionally been a behind-closed-doors part of the retail world has well and truly come out of the shadows. A mishandled delivery or a difficult return

// If a customer places an order online then decides to return the item by walking into a franchised store, how smoothly is that transaction likely to play out? In some big name high street retail brands, the answer is not very //

have the potential to kill a customer relationship, while even things such as delivery and collection options are now among the criteria that shoppers use to decide which retailers they'll buy from and which they won't.

The ground zero in all of this is ecommerce, of course. As recently as just ten years ago, ecommerce was still in its infancy. It really only begun to reach modest proportions around five years ago, with projections of it stabilising at around 10% of overall sales being generally accepted.

Naturally, that now looks naïve against a backdrop of online retail threatening to surpass in-store sales for many retailers. Take, as an example, John Lewis. In

2005, John Lewis forecast that its online sales would eventually grow to be equivalent to that of an average-sized John Lewis store. In 2015, celebrating its 150th anniversary, gross sales at John Lewis hit £4.4bn (not including Waitrose sales) and online accounted for 30% of that – almost £1.5bn. That's roughly equal to ten John Lewis stores and there are 43 across the whole of the UK.

John Lewis remains an admired, even revered, retail success story and its commitment to investing in new services and systems, as well as in its people, is part of that success story. But how have other retailers typically adapted to the growth of online sales? In the main, new services have been rolled out individually, with supporting infrastructures bolted on as semi-separate silos. This has led to the formation of distinct units running in parallel, often with no crossover – one stock pool for stores, another for online sales, franchised retail outlets operating completely separately, and so on.

These convoluted structures give rise to painful customer experiences. If a customer places an order online then decides to return the item by walking into a franchised store, how smoothly is that transaction likely to play out? In some big name, high street retail brands, the answer is not very. Customers don't understand or even care that a franchised outlet can't resell online returns in the store, or swap an online purchase for an item that's in stock. Nor should they have to care about this. Fobbing people off with admin-heavy excuses is no way to compete for the hearts and minds of shoppers who are likely to simply take their business elsewhere.

It's unrealistic to expect that every business will be able to dismantle an entire operation and start from scratch every time a new service needs to be brought on-stream. But there's no escaping the risk of degradation of service – and efficiency – caused by adding layer upon layer to a structure that was never designed to handle multiple business units. It would be like perpetually adding storeys to a tower block without



Ten issues to consider

- 1** ERP OR NOT ERP? High-end ERP systems will give control you need over data and resources but can be complex and costly to maintain, so find one that's right for the business.
- 2** GO MOBILE: Around 2.5m UK shoppers use their mobile phones to buy online every day, with social media driving that growth. Mobile now accounts for 61% of Mothercare online sales.
- 3** BE MORE SOCIABLE: Around 35% of daily Facebook users have bought on mobile, while regular Snapchat users are even more likely to buy using their mobiles – 64% of them have done just that.
- 4** COLLECT MORE SALES: With 65% of consumers making additional purchases when picking up click-and-collect orders in-store, retailers need to make collection facilities as customer-friendly as possible.
- 5** WATCH THE TIME: Timed-slot based delivery is becoming a real competitive differentiator, with 86% of UK shoppers saying they have used it, or would like to. But only 38% of retailers currently offer it.
- 6** THE IMPATIENCE GAP: Same-day delivery is only offered by around 10% of retailers, yet 78% of shoppers want it on offer. If retailers can plug that gap, there are some clear wins to be had.
- 7** RETURN TO SENDER: While 74% of shoppers say a good returns service is important when deciding which retailer they'll shop with, only 61% say they are satisfied with the returns service they receive.
- 8** BRICK'S STILL A HIT: Although 59% of shoppers say they don't visit traditional stores as much as they used to, 91% think there will always be a place for physical stores.
- 9** FLEX YOUR SYSTEMS: Changes to things such as the national minimum wage will put more pressure than ever on accurate forecasting and resource planning. Retailers will need systems that can cope with such developments.
- 10** BEYOND YOUR CONTROL: There are challenges retailers will never be able to control, such as the fallout of the Brexit vote. Like never before, retailers need to be able to respond quickly in the face of change.

doing anything to improve the foundations. Sooner or later, things will start to wobble.

Shoppers in 2016 expect to be able to shop online 24 hours a day and they also expect a full range of delivery or collection choices, from same-day to named-day, on-the-fly changes, or the option to send items wherever they want them.

Visibility is in

As those expectations continue to set the service bar ever higher, retailers can't afford the luxury of not having full, real-time visibility of the company network. If a business is not running an IT system that can pull in disparate data feeds and spit out concise, actionable information, it is opening itself up to unnecessary risk – a risk that is amplified during peak periods. On Black Friday 2014, for example, John Lewis saw an average of 2.6 orders placed online per second.

When order information comes in, it needs to be actioned instantly and accurately. There's no place for manual intervention, taking data from one machine and having it keyed into another. Similarly, when comparing pick times, or analysing route information, retailers need accurate, real-time information that offers one simple, powerful view of what's going on so that if there are problems brewing, they can be nipped in the bud.

If retailers are getting reports from different teams or locations which take several days after month-end to compare and analysis, the company could be half-way through the next month before it is able to make any decisions based on the previous month's lessons. But by that time, it might be too late and things could have moved on without problems being rectified.

In summary

Too much manual intervention in the wrong places invites delays and errors, and that means costs. Seek out opportunities to automate processes where you can. Don't expose customers to too much admin. Keep things simple for customers. Finally, silos are bad news in a multichannel retail world. Avoid them and pull them down where necessary. Retailers need more and better communications, with data available in real-time. Choose suppliers and partners that can help achieve this.

Antalis Packaging design and deliver creative packaging solutions that can speak volumes about your brand, whilst offering perfect product protection during storage and transit.

Want to know more? Contact us today to discover how we can help you *'think outside the box'*.

Please call **0370 241 1466** or visit antalispackagingsolutions.co.uk

antalis 
Just ask Antalis

ANTALIS PACKAGING

1 Tara Street
Hilltop Industrial Estate
Bardon, Coalville
Leicestershire LE67 1TW
Telephone: +44 (0) 370 241 1466
Email: pkteam@antalispackaging.co.uk
www.antalispackaging.co.uk



Antalis Packaging helps you get your products to your customers on time and in perfect condition, creating an excellent customer experience. Choose from an extensive range of packaging materials, customised products and fully bespoke solutions that cover the latest packaging products, machinery and systems. Packaging experts work with you to understand your requirements and develop a solution that is right for your business, allowing you to create an efficient and flexible packaging operation to meet customer demand and reduce cost.

Supplies to:

**Brehive
Schuh
The Book People**

Partners:

**3M
Brother
Emba Protec
FP International
Jiffy
Lantech
Ranpak
Sealed Air**

C4COMMERCE

Capital Tower
91 Waterloo Road
London SE1 8RT
Email: hello@c4commerce.com
http://c4commerce.com/



C4Commerce is a UK headquartered provider of staffing solutions for ecommerce companies. Founded by ecommerce professionals to provide staffing solutions and professional services that support ecommerce software vendors, systems integrators and retail businesses delivering omnichannel platform integration and implementation services. As partners to the leading commerce technology software companies in the world, we provide our clients with an unrivalled workforce planning capability that enables our customers to manage resources and deploy talent quickly at the right price point to successfully deliver projects.

Supplies to:

Partners:

**IBM
SAP hybris**

DUO UK

Vickers Street
Manchester M40 8PU
Telephone: +44 (0) 161 203 5767
Email: enquiries@duo-uk.co.uk
www.duo-uk.co.uk



Protecting products and engaging consumers by utilising the power of online and in-store packaging, Duo UK has been manufacturing and supplying branded mailbags, garment covers, store bags and back of house packaging to leading retail and e-retail brands for more than 28 years. When it comes to packaging we've got everything you need.

- Free stock management service
- Online order management
- Specialist packaging solutions for online retailers
- UK manufacturing site
- International distribution

Supplies to:

**JD Williams
Tesco
JD Sports
Oasis
Simply Be
Ellis Brigham
Mountain Sports**

Partners:

**Walkers Transport
Davies Turner**

DIRECT LINK WORLDWIDE

Fairview Business Centre
25 Clayton Road, Hayes
Middlesex UB3 1AN
Telephone: +44 (0) 208 707 4400
Email: andy.packham@directlink.com
www.directlink.com



100% owned by PostNord, the merged Swedish and Danish post offices, Direct Link are experts in creating borderless B2C ecommerce solutions for direct mail, packets and parcels. Our comprehensive offering includes tracked services, returns and unique services for market entry. We customise solutions that expand our clients' markets worldwide. As part of PostNord, the leading supplier of communication and logistics solutions in the Nordics, we combine entrepreneurial flexibility with corporate stability. As specialists, we recognise that international delivery is a complex arena. We welcome the opportunity to hear your thoughts and discuss your delivery requirements.

Supplies to:

**We supply more than
40 of the leading retailers
in the Top500 from
Fashion, Footwear and
Accessories to Toys,
Books and Cosmetics**

Partners:

**THINK
OUTSIDE**



EC GROUP

Europa Park
Magnet Road
Grays RM20 4DN
Telephone: +44 (0) 1375 484555
Email: ecgroupinfo@ecgroup.co.uk
www.ecgroup.co.uk



EC Group is one of the UK's leading providers of specialist third party logistics services, providing a range of fulfilment, warehousing, storage and distribution services. Operating from our 80,000 square foot fulfilment centre 30 mins from central London, we provide full service support for a range of ecommerce operators. Our operations are fully managed to ensure maximum process efficiency and control of every project, from concept to completion, with all aspects being securely reportable using the latest online technology. EC Group offers reliable, flexible and innovative fulfilment backed up by world-class data management and process control.

Supplies to:

DX
Interlink
Parcelforce
Royal Mail
UPS

Partners:

AspDotNetStorefront
Magento
Shopify

ELECTIO

Third Floor, Merchant Exchange
Whitworth Street West
Manchester M1 5WG
Telephone: +44 (0) 3300 555 284
Email: hello@electiodelivers.com
www.electiodelivers.com



Electio is the new generation delivery management platform designed to help retailers compete. Its resilient Service Orientated Architecture (SOA) offers carrier integration in as little as three weeks, significantly lower set-up costs, a lower total cost of ownership and the ability to present personalised delivery options in the checkout. Unlike other solutions on the market, Electio's SOA has been cheered by developers, who see the potential to transform their operational efficiency and customer experience. The powerful combination of RESTful APIs, 99.5% uptime and a market-leading Software Development Kit (SDK) mean simple set-up followed by fast realisation of benefits.

Supplies to:

Matalan Direct
Missguided

Partners:

Kewill
Microsoft Azure
Yodel
Parcelforce
DPD
Royal Mail
UPS
Hermes

HOLM

One Forbury Square
The Forbury
Reading RG1 3EB
Telephone: +44 (0) 1189 070 414
Email: personal@myholm.com
www.myholm.com

HOLM

Feel at home with what you wear

Software for fashion retailers wanting to give their customers on the shop floor a unique buying experience. The technology enables Shop Assistants to become Personal Fashion Stylists. Customers are advised on what best suits them: colour, their shape, their lifestyle and complementing garments. Allowing the customer to leave the store with a high level of emotional confidence, knowing they will look great in what they have purchased. Their loyalty secured on their first visit.

Retailers look good. (Online too, via our virtual in-store customer experience.)

Supplies to:

Please contact us for further information

Partners:

Please contact us for further information

INTERSOFT**INTERSOFT**

Mill Studio, Horton Road
Stanwell Moor TW19 6BJ
Telephone: +44 (0) 175 368 9292
Email: info@intersoft.co.uk
www.intersoft.co.uk

Intersoft has been the intelligence behind deliveries since 1993, creating delivery management software that powers global deliveries. With our cloud based system, Intelligent Shipper, we are bringing our expertise to the world of ecommerce, offering a genuine alternative in delivery management software. Our dedicated team based in the UK offers a personal customer experience, creating and maintaining flexible systems designed for retailers' needs. Intelligent Shipper's unique Route Management Engine controls the life of a shipment from order and delivery to invoicing and billing. The returns portal completes the delivery cycle, ensuring customers have the best delivery experience possible.

Supplies to:

Harrods
More in development...

Partners:

Royal Mail
Parcel Force
GLS
Storefeeder
eCourier
DHL
FedEx
UPS

Antalis Packaging design and deliver creative packaging solutions that can speak volumes about your brand, whilst offering perfect product protection during storage and transit.

Want to know more? Contact us today to discover how we can help you 'think outside the box'.

Please call **0370 241 1466** or visit antalispackagingsolutions.co.uk

antalis TM
Just ask Antalis

LIL PACKAGING LTD

Unit 9, Glebe Rd
Huntingdon PE29 7DB
Telephone: +44 (0) 1480 396200
Email: sales@lilpackaging.com
www.lilpackaging.com



Europe's largest independent producer of ecommerce postal packaging to internet retailers.

At Lil Packaging it is our mission to provide internet and mail-order businesses with a greatly improved, cost-efficient fulfilment operation so that they can 'mail happy'. We will achieve this by delivering uniquely engineered solutions that reinvent their view of packaging, through the application of unmatched expertise in packaging design and world-class manufacturing.

Supplies to:

**Samsung,
Debenhams
ASDA
Sainsburys
Sony
Rakuten
Cadbury Gift
Hornby**

Partners:

**Amazon
eBay
NetSuite**

NETDESPATCH

Century House
19 High Street
Marlow SL7 1AU
Telephone: +44 (0) 845 130 5093
Email: sales@despatch.net
www.netdespatch.com



NetDespatch provides a reliable, scalable, secure web shipping platform for retailers to seamlessly integrate with their chosen carrier. We enable 100,000+ businesses to streamline operations, speed order fulfilment and eliminate data duplication. In partnership with most leading ecommerce platforms and order processing systems, we enable customers to produce the correct barcoded shipping labels, required manifests and pre-advice. NetDespatch is retained by carriers including Royal Mail, Yodel, UK Mail and APC Overnight to provide shipping solutions for their customers, so our services are provided free to both partners and retailers.

Supplies to:

**Superdrug
Tesco
Carphone Warehouse
Cotswold Outdoor
Littlewoods
Peacocks
The Perfume Shop
Space NK**

Partners:

**ChannelAdvisor
Optima
Zenstores
Realtime Despatch
Retail & Sports Systems
Seller Dynamics
Mintsoft
Cloud Commerce Pro**

PFS

25 Christopher Street
London EC2A 2BS
Telephone: +44 (0) 203 475 4000
Email: infoeurope@PFSweb.com
www.pfsweb.com



P F S

As a leading global provider of comprehensive ecommerce solutions, PFSweb enables brands and specialty retailers to achieve their commerce goals. PFSweb crafts customised solutions that combine consulting, agency, technology and operations to deliver unique and branded customer experiences, creating 'commerce without compromise'. From creative digital marketing strategies and web development to order fulfilment with high-touch customer care, PFSweb's custom omnichannel commerce solutions are trusted by brands and retailers throughout the world.

Supplies to:

**Please contact us for
further information**

Partners:

**Hybris Software
IBM
Magento
Demandware
Oracle Commerce**

SMURFIT KAPPA



Unit 1 Greystoke Business Park
Portishead
Bristol BS20 6PY
Telephone: +44 (0) 870 850 3877
Email: Marketing.Mailbox@smurfitkappa.co.uk
www.smurfitkappa.co.uk

Smurfit Kappa is one of the leading providers of paper-based packaging solutions in the world, with around 45,000 employees in approximately 370 production sites across 34 countries and with revenues of 8.1bn Euros in 2015. We use our extensive experience and expertise, supported by our scale, to open up opportunities for our customers. We collaborate by sharing superior product knowledge, market understanding and insights in packaging trends to ensure business success in their markets. We have an unrivalled portfolio of paper-packaging solutions, which is constantly updated with our market-leading innovations.

Supplies to:

**Please contact us for
further information**

Partners:

**Smurfit Kappa Paper
Smurfit Kappa Recycling**



**THINK
OUTSIDE**



SNAPFULFIL

Synergy House, Lisle Street
Loughborough LE11 1AW
Telephone: +44 (0) 845 463 7627
E-mail: info@snapfulfil.com
www.snapfulfil.com

Snapfulfil is a multi-award winning, best of breed warehouse management system developed to level the playing field for companies with big ambitions but without the budget to match. Snapfulfil provides a like-for-like alternative to a traditional on-premise WMS, in a fraction of the time and at a fraction of the cost. From fast-growing ecommerce startups to multinational corporations, more and more retailers are turning to Snapfulfil to optimise inventory, space and resources within their warehouses. Offering a range of deployment methods and payment options, including our unique, No Capex model, whatever your warehousing challenge, Snapfulfil offers a solution. Are you happy with your warehouse? Contact Snapfulfil for a free review.

Supplies to:

Bensons for Beds
Edinburgh Bicycle Co-operative
Harveys
LoveCrafts
Oak Furnitureland
Shop Direct Group
The Cotswold Company
The Hut Group

Partners:

Cisco
Honeywell
iLand
Metapack
NetDespatch
NetSuite
VMware
Zebra Technologies

TEN10

The Hop Exchange
24 Southwark Street
London SE1 1TY
Telephone: +44 (0) 203 697 1444
Email: contact@ten10.com
www.ten10.com

Ten10 is the UK's leading software testing consultancy. Through a rigorous and creative approach to software testing – delivered through a combination of best-in-class technology and talented, passionate experts – we give our clients the confidence to embrace innovation and business transformation. Our areas of expertise include test strategy, functional, performance, mobile and automated testing in both traditional waterfall and agile environments. Clients benefit from our flexible and scalable options for delivery, ranging from one-off test consultancy projects, through to on or offsite managed services.

Supplies to:

Ann Summers
Blacks Outdoors
British Car Auctions
Debenhams
Dyson
Habitat
RS Components
Screwfix

Partners:

Neotys
Ranorex
Smartbear
Atlassian
Soasta

VEEQO

221 High Street
Swansea SA1 1NW
Telephone: +44 (0) 179 272 0850
Email: helpme@veeqo.com
www.veeqo.com

Veeqo is an all-in-one multichannel, inventory, order, shipping, point of sale and purchase order management software system for ecommerce merchants. Veeqo automates inventory and order management from Shopify, Magento, Woocommerce, eBay and Amazon. With direct integrations with Royal Mail, DPD, UKmail, Myhermes, DHL, Fedex, USPS, UPS and many more, you can bulk print shipping labels and ship your orders faster.

To find out how Veeqo can help you make more money and save you time, visit www.veeqo.com

Supplies to:

Brompton Bicycles
CWsellors.com
Shoptixi.com
Brianstoys.com
Organicsurge.com

Partners:

Shopify
Magento
Woocommerce
Amazon
eBay
Royal Mail
DPD
DHL

Antalis Packaging design and deliver creative packaging solutions that can speak volumes about your brand, whilst offering perfect product protection during storage and transit.

Want to know more? Contact us today to discover how we can help you *'think outside the box'*.

Please call **0370 241 1466** or visit antalispackagingsolutions.co.uk

antalis TM
Just ask Antalis



Richard Champion

Packaging Business Director



What does Antalis Packaging offer?

There's much more to Antalis Packaging than just being a leading packaging supplier to ecommerce businesses, third party logistics operations and contract packers. As well as providing an extensive packaging product range backed by an outstanding delivery service, our experienced team of experts provide consultancy services and bespoke solutions. Working closely with our customers, our team will review existing operations and identify areas where new products and solutions can increase efficiencies, streamline operations, speed up processes and deliver significant cost savings, all while maintaining maximum product protection. This process may involve the introduction of new or bespoke protective packaging solutions, automated systems or a complete rethink of the customer's packaging and warehouse setups.

How do you help your customers maximise efficiencies?

Our client portfolio includes companies operating in retail, ecommerce and logistics, plus many manufacturing companies across a diverse range of sectors, from food, automotive, pharmaceuticals and consumer electronics to construction. We work with customers to pinpoint problem areas and identify where improvements can be made. This might be in the form of cost savings through the introduction of a new carton or more effective protective solutions to reduce product damage and returns, but can also be optimising space within the warehouse by introducing just-in-time delivery and stock management options. We also offer a range of semi-automated and fully-automated packing systems that can speed up operational throughput as well as reduce costs.

Antalis Packaging in Brief

Antalis Packaging is part of the Antalis Group, the number one packaging, paper and visual communication materials distributor in Europe.

Antalis Packaging has been selling protective packaging solutions since the mid-1980s, growing organically to become a £21m business prior to the acquisition of Ambassador Packaging at the end of 2011, which more than doubled its turnover. In January 2015, it rebranded the business to Antalis Packaging, consolidating its corporate identity under the single Antalis brand.

The Antalis Group employs 5,585 people, serves 120,000 customers in 44 countries worldwide and generated a turnover of £2.6 billion in 2015.

For more information on Antalis Packaging, visit www.antalispackagingsolutions.co.uk, call 0370 241 1466 or email pkteam@antalis.co.uk

Do you have specific solutions for internet retailers?

With consumer online purchases in the UK expected to grow by 70% by 2020, our goal is to help our internet retail customers with protective packaging appropriate to their products – to minimise the packaging required while maximising the protection. For instance, in addition to a wide range of standard packaging products available for next day delivery, we offer many 'in-the-box' packaging solutions and systems to 'right size' the box.

How do you evaluate a customer's packaging operations?

Every situation and customer visit is different, so how long the process takes is very much determined by what the customer wants from us. If our client want us to review their operations, we'll take the time we need to understand all aspects of their packaging process, from product and order data, size of cartons and product selection, through to efficiency, environmental requirements and package integrity. We also get our packaging technologist involved to help address pain points, test new or bespoke products, identify suitable solutions and provide comprehensive feedback.

If a simple, tried and tested solution is required, this can take as little as a few days. Where a complete solution is

needed that requires new bespoke designs, prototypes, testing and production, this can take up to several weeks.

How can you help customers to reduce their carbon footprint while protecting their products?

We are dedicated to finding solutions that help our customers address their environmental responsibility while maintaining maximum product protection. Take our new 100% carbon neutral Eco-box range, where each box is enhanced with a heavy duty corrugate single wall that offers the same protective qualities as a double wall. This box is made from FSC Certified Board, is 40% lighter than a double wall and allows for 40% more on a pallet.

Antalis has also introduced our Green Star System to help consumers select the most environmentally friendly products from our range, which includes products that are made from recycled materials and are themselves recyclable.

What kind of ecommerce solutions do you provide?

All of our packaging materials are available through a transactional website where B2B customers can place orders online and review purchases. We have also implemented an integrated solution for some of our customers that connects their back-office system to our system.



Customer case study – Bringing home the beer for Brewhive

When online craft beer company Brewhive launched in 2015, after they had brewed their distinctive flavoured beers, their next major challenge was how they could transport glass bottles and fragile beer glasses to consumers in the most cost effective way while at the same time offering the highest levels of protection.

As Brewhive's marketing manager Anna Roper explains, "With customer loyalty so easily and negatively affected when receiving damaged goods, it was essential to find the right packaging solution to maintain the high levels of protection needed to transport glass-based products while keeping costs and material wastage to a minimum."

Having previously worked with Brewhive's sister ecommerce businesses, The Fine Coffee Club and Diet Chef, Antalis Packaging was called in. Understanding there was no 'on the shelf' solution, Antalis Packaging designed and developed specialist cartons to accommodate the bottles and drinking glasses. The final solution was a recyclable carton made from corrugated board, with inserts that 'suspend' the bottles and hold them in place for maximum protection.

As a result of the cartons, Brewhive is now spending less on both packaging materials and postage costs, without compromising the integrity of their bottled beers and glasses.

"We've seen a 50% reduction in consumables costs," says Roper. "This has not only delivered considerable cost savings for us as a business due to fewer breakages and returns, it has also enabled us to pass those savings on to our customers in the form of more product promotions. From the very start, Antalis Packaging understood our business needs and has continued to be extremely responsive and adaptable to our constantly changing business model."