

Boxed-in thinking? Not in this case!



Front (left to right)
John Cross, Sales Manager, Banbury, Graham Button, Financial Director, Hans-Christian Boedker Jensen, Chairman, John Lowe, Managing Director, Malcolm Haycock Health & Safety Manager, Debra Wood, Human Resources Manager, Nigel Earnshaw, Design Manager

Back (left to right)
Martin Costa, Commercial Director, Phil Wray – Site Manager, Leeds, David Moon, IT Manager, David Hainsworth, Sales Manager, Leeds, Phil Lockwood, Operations Director, Mike Hartley, Marketing & Development Manager, Ian Palmer, Director

Encase, one of the UK's leading corrugated packaging specialists, understands the need for cost-effective, innovative solutions and works closely with customers to optimise each stage of the packaging supply chain.

While Encase has been trading in the UK since 1969, 2007 was a milestone year as the company relaunched with a new management team, fresh investment in systems and machinery focused on retail ready packaging (RRP) and performance packaging, and a new corporate image complete with logo, vehicle livery and website.

Led by managing director John Lowe, who brings vast industry experience with some of the UK's most prominent packaging companies, the new senior management team will assertively develop Encase's UK and European market share. The team, comprised of 20 industry professionals with 700 years' combined industry experience, were attracted to Encase by existing staff know-how and commitment, up to date machinery, new investment, flexible approach and the group strength of parent company COPI, which also has operations in East Africa and the Caribbean. Encase operates independently in the UK through world-class manufacturing and distribution centres at Banbury, East Kilbride and Leeds. Each holds ISO 9001; 2000 accreditation, is CFC free and manufactures to the latest environmental standards.

In East Kilbride the focus is very much the Scottish market, supporting customers across a broad range of industries including electronics, light engineering, textiles and food and drink – an area in which Encase excels thanks to stock holding and a quick flexible service. The company is also ambitious to progress into new markets, with plans to develop into

Northern Ireland and the North of England, offering new and existing customers an enhanced product and service range.

Already boasting a strong reputation for the design, manufacture and distribution of quality corrugated board packaging solutions, Encase now seeks to evolve its concept of corrugated board engineering in Scotland, developing a deeper understanding of the clients' products and processes to offer a packaging consultancy service and optimum solutions, including hand assembly and collation of items such as foam pads and division sets. Said general manager, Scott Alexander: "We are taking a more innovative and entrepreneurial approach. We see corrugated packaging as the springboard and from there will add on other packaging materials and services. The strategy is to widen our market with a one-stop solution, focusing on our strengths: design, innovation and service."

Encase continues to develop these strengths, particularly with the introduction of a Test Drive Centre in Leeds that provides customers from across the UK access to a dedicated design manager and fast-track sampling centre that lets them see their packaging come to life. Encase also plans to establish a Test Drive Centre in Scotland, planned later this year. Encase's innovative, customer-led approach is also reflected in the product range, with the regular introduction of unique products such as EcoWall, a range of recyclable high-performance substrates designed to give greater strength and cushioning and offer higher print resolution while being thinner than older substrates - in alignment with Encase's commitment to leaving a lighter footprint on the world.

Encase has also made substantial investment in its fanfold capability, with a new 2.5m wide capability in Banbury complementing existing 1.8m wide production in Leeds. Encase's customers can now benefit from the advantages of fanfold corrugated board – such as savings in space, inventory, manpower and waste - for packaging even larger products.

With a team of 22 based at the 30,000 sq ft factory in East Kilbride, of a total UK workforce of 300, the Scottish operation contributes a healthy £2.5M towards the Group's total annual turnover, in the region of £40M. Encase's continuing success is testament to the commitment and skill of the team, and their ability and willingness to take a fresh approach.

Scott Alexander is highly optimistic that Encase's strategy will be successful: "Encase is the largest independent group in the UK and the stated ambition of our board of directors is to build on that position through organic growth and acquisition over the next five years. We will also continue to bring new niche product into market and reinforce our reputation as a packaging company offering optimum solutions across all fields."

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Cuthbertson Laird Group (Scotland)
Parkburn court, Hamilton ML3 0QQ
Tel: (01698) 829711 Fax: (01698) 828363
E-mail: hamilton@cuthbertsonlaird.co.uk
www.cuthbertsonlaird.co.uk



