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### Fanfold investment

For despatch departments battling with large and irregular shaped products, fanfold corrugated can offer savings in space, inventory, manpower and almost no waste — so it is an ideal solution for many businesses. Fanfold corrugated packaging can be easier to handle than long or large unfolded sheets and is ideal for products of unusual lengths and shapes. It is widely used by bespoke kitchen makers and manufacturers of



steel radiators, windows, doorframes and blinds and many similar shaped products.

With an existing 1.8m wide fanfold production in Leeds, Encase has just installed a second 2.5m wide fanfold capability at its site in Banbury. It is believed that Encase is the only company in the UK to have two fanfold production sites. The company-wide database supports both operations which gives customers the security of contingency and two-site back up as well as the capacity to run the same job in parallel at two sites.

Also new from the company is its EcoWall range of boards. It now increases the fanfold range to include seven different flute combinations. The range varies from single wall E, C, and B flutes through to heavy-duty BB, BC, EB and EC flutes. All Encase fanfold is up to 2.5m wide, creased from 1m to 1.5m, palletised in lengths of 3-500m and supplied plain or with pre-printed repeated designs.

### Heavy duty too

Designed for a huge range of applications from protecting fragile fluorescent tubes to heavy, high-value automotive components, Encase Performance Packaging is now available nationwide. With the benefit of EcoWall sheet sizes up to 2.5 x 4.5m, Encase have the capability to produce a box up to seven metres perimeter and has developed its heavy-duty performance packaging to meet the largest and toughest task for corrugated packaging. This new range of EcoWall high-performance substrates offer great strength and cushioning, and high print resolution.

### Other investments

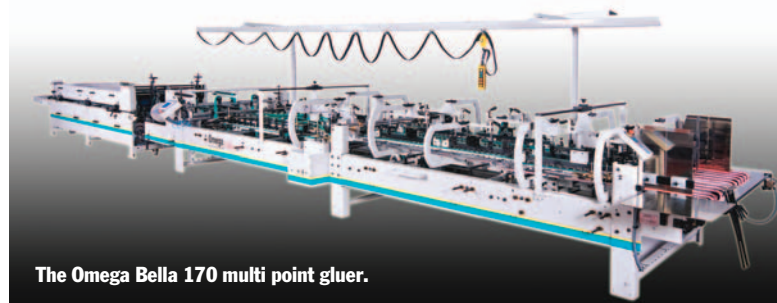
With ongoing investment aimed at

expanding the product portfolio particularly in targetting the rapidly growing retail ready packaging, the company has opted for a new speciality gluer. "Demand for quick erect boxes has never been greater and the need for flexibility and choice never higher," comments Mike Hartley, Marketing and Development Manager.

Manufactured in Turkey by Duran Makina, the Omega Bella 170 multi point gluer installed at Banbury enables the production of straightline, crashlock, 4 and 6 point glued boxes. It can convert a wide range of board, including E, B and C flute, as well as doublewall board. The machine features motorised carriers and servo back folding system for the folding of 4 and 6 corner boxes. The machine was installed at the Banbury factory at the beginning of December.

A new logo, new vehicle livery, a new website with some wacky graphics herald a new world for Encase customers. While the wacky graphics 'ducks in a row' idea has taken hold, behind this classy window dressing a lot is going on. With a major recruitment drive which is putting serious investment into new systems and machinery focused on RRP and performance packaging, major improvements at Encase are visible through many media. The new-look website is just one at [www.encase.co.uk](http://www.encase.co.uk)

The Encase brief was a marketing agency's dream. "We want it wacky! Off the wall! Different!" So said Mr Hartley who confirmed he dislikes 'ordinary', 'boring' and 'just like the rest'. "We are here to delight Encase customers with fast and flexible services and our rapid response. We offer help in emergencies and bring solutions with our consultancy service," he said.



The Omega Bella 170 multi point gluer.