

Inspired

The **Easypack POP Displays Group**
Newsletter - March 2010

Improving business performance through transparency



Out with the old!

A new online presence for The Easypack/POP Displays Group

In this issue:

Re-structuring in a recession

Despite the effects of the recession - rising paper prices etc, all divisions of the Group have performed well under difficult trading conditions.

Product & design

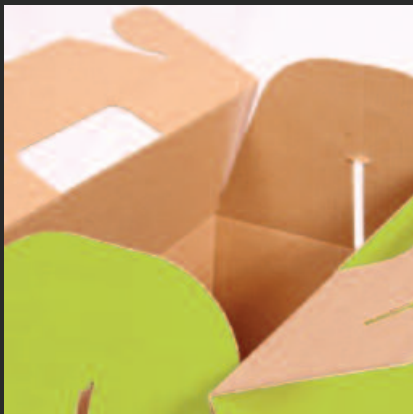
Bisto display causes delight at POPAI awards.



New appointment

Meet our new Business Development Director.

PLUS your chance to win an iPod Touch worth over £150!!



Inspire. Create. Deliver.

Welcome to Inspired

the Easypack/POP Displays Group newsletter

We last published an eNewsletter back in the Summer of 2008 and although it was packed with relevant news and views, we didn't get that cozy feeling that we got it quite right. This time around, we have decided to send you a printed version, so instead of a millisecond zap by the 'Delete' button, you will have to screw it up and go and find a bin instead! And before you ask, yes the newsletter is printed on recycled paper which originates from renewable sources.

In all seriousness, clearly we would prefer that your copy doesn't find its way into the 'circular file' and that you can find time to read our news. During a particularly harrowing time for all businesses, we feel that its important for our customers to understand what we have been up to, how we have faired, our views and what our plans are for the year ahead.

Enjoy the read and please take the opportunity to enter our competition on the back page and grab a stunning iPod Touch!



Here's to a
productive and
prosperous 2010.

**Chris Hall
MD**

Product & design



Within our POP display business, we were delighted to win a Bronze at the POPAI Awards 2009 held in October. The Award was for the Premier Foods Bisto Gravy 'Aah Night' temporary in-store display. It was a great result for Easypack's first entry in the POPAI

competition. An achievement best summed up by Premier Foods' Mark Ballman, who commented, "The design worked very well and really captured the imagination of the shopper. The collaboration on this project between ourselves and Easypack/POP Displays was highly effective throughout and has ultimately helped achieve our goal of reconnecting consumers with this important brand. Winning a POPAI Bronze Award for the promotion is icing on the cake."

For corrugated and carton board, there have been some equally rewarding successes, not least in the provision of merchandising units for Asda. After hearing news that the grocery chain were shortly going to stop using side stacked SRPs for display purposes, Easypack jumped at the opportunity to provide striking merchandising units to help drive Asda's low cost pricing messages.

The MUs were flexo printed and die-cut as large format units, allowing for the provision of low cost single piece units for UDPs, ¼ pallets and shelved units, with full pallets being produced as two piece units. We also produced and applied a litho printed label on the back inside panel as a low cost option.



Orders through Easypack's commercial print division have been equally encouraging since 2008.



Notably, providing renown chocolatier, Hotel Chocolat, with in-box selection menus, scorecards and Chocolate Tasting Club newsletters, printed with low migration and low odour inks in order to minimise any risk of tainting the product, has given our printing capabilities added stimulus during the latter half of 2009.

2010 in focus

As we move into 2010, like all businesses, we will be keeping a close eye on the economy and ensuring that our customers benefit completely from our experience, the versatility of our service capabilities and our attention to detail in account management.

And to ensure that our service provision remains of the highest quality, part of the emphasis on last year's re-structuring programme was a series of equipment upgrades designed to increase our overall efficiencies.

These investments included:

Jagenberg Gluer

A speciality gluer, which was installed in June 2009, which covers both our corrugated and carton board markets. The gluer is ideal for machine erected cases and the RRP/SRP market.

Baysek T-series Die-Cutter

A new servo driven machine, which was purchased to upgrade our current capability. The equipment has significantly reduced set up times and seen an uplift in running speed of 40%.

Komori B2 Litho Press – 5 Colour + Coater

The Komori replaced our 4 colour machine and has substantially increased capacity due to removing the need to double pass work.

Re-structuring in a recession?

During 2008, still a 'boom' time for trading conditions, many of you will recall that we purchased Rapide Print & Packaging, which had been serving the East Anglian market with commercial print and carton board packaging since 1971. Rapide was relocated to our Mildenhall operation in July 2008. With the addition of Rapide, the Easypack/POP Display Group then operated as three separate business divisions and included Easypack (Corrugated Cases) and Point-of-Purchase Corrugated Display.

Prior to the balloon fully bursting in 2009, a further investment of 3500 sq m additional warehouse space was made and a decision taken to merge all three business divisions into one highly effective, single source, supply chain solution, which would make Easypack one of the very few UK packaging companies able to offer commercial print, carton board packaging, corrugated packaging, point-of-purchase displays and fulfilment from one site.

The associated risks of such a venture were soon to become amplified in the following months as the recession became full blown and markets began to collapse. Despite this, the Group continued to secure orders and capitalise on 'cross sell' initiatives, particularly in its co-packing service and commercial print for Tetley GB, who rapidly benefitted from Easypack's single source operation.



Since the re-structure and despite the effects of the recession all divisions of the Group have performed well under difficult trading conditions and the Group remains poised to further expand its customer base across key markets.

Out with the old

During 2009, we took the opportunity to launch a consolidated Group website and a Rapide Print portal. Regular users of the Easypack/POP Display site will have noticed an instant improvement in layout and visibility of product information than was previously the case. Traffic through both sites has increased substantially since their launch. There are plans to further develop the Group site by adding client interaction features - watch this space! To visit each site:

Easypack/POP Displays Group:
www.easypack.uk.com
 Rapide Print:
www.rapideprint.co.uk



new appointment

In November 2009, we welcomed Matt Robinson to the team as business development director.

Matt has worked within the packing industry for over 25 years, starting out as a designer in the days when CAD packages were not common practice. His work resulted in a number of awards including two world design awards for Dyson's.

Before joining the Easypack/POP Displays Group, Matt was employed by a European packaging supplier, initially as an innovation manager before being promoted to UK sales development manager. During his career, he has worked very closely with a large number of blue chip FMCG companies as well as large UK retailers, where he has been involved in projects for defining best practice within the retail ready packaging sector.

Matt is currently in his final year of an MBA with Henley Management College.



Want to win an iPod Touch?

To be in with a chance of winning a brand new iPod Touch worth over £150 all you need to do is answer the following question:

How many units did the Easypack/POP Displays Group co-pack in 2009?

- A. 140,000
- B. 185,000
- C. 220,000

To take part in this competition please go to **www.easypack.uk.com** and enter online.

The competition will close Wednesday 31st March at 12:00pm.

The winner will be drawn randomly from all correct answers and will be notified by email at the earliest opportunity after the competition. The result of the competition will be published on our website.

TERMS AND CONDITIONS

1. To enter the competition you must be: (a) UK resident; and (b) 18 years old or over at the time of entry. 2. Competitions are not open to employees (or members of their immediate families) of The Easypack/POP Displays Group or associated company. 3. No purchase necessary. 4. Only one entry per person. 5. By entering the competition you give The Easypack/POP Displays Group permission to use your details to contact you regarding offers and services. 6. The Easypack/POP Displays Group reserves the right to amend these rules at any time.



what we do

Easypack/POP Displays is a design led business offering the following bespoke print and packaging solutions

Carton Board Packaging

Serving the local market (100 mile radius) with short to medium runs of carton board packaging we have in-house solutions for printing up to 5 colours plus varnish, lamination, cutting and creasing and speciality gluing.

Corrugated Packaging

We serve the local market (100 mile radius) with short to medium runs of regular corrugated boxes and die-cuts. Offering both plain and printed solutions we also have the added benefit of large format die-cutting and speciality gluing.

Commercial Print

With in-house solutions including scanning, graphic design, plate making, litho printing, lamination, cutting and creasing, guillotine, folding and binding, we have one of the most comprehensive set-ups for short to medium runs of commercial print. Serving the local market (75 mile radius) we specialise in meeting clients exacting print standards.

Point-of-Purchase Displays

Working with major retailers and their suppliers we produce short, medium and long runs of flat packed and pre-filled corrugated displays. We offer litho, screen and flexographically printed solutions and work on a national basis.

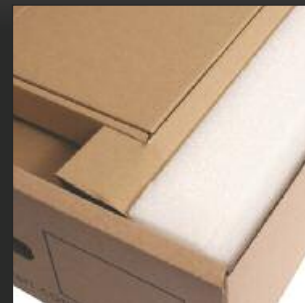
Co-Packing & Fulfilment

Our co-packing operation was set up some years ago to meet the requirements of our display clients who required a complete supply chain solution into the UK's major grocery retailers.

We have since expanded this service to cover the co-packing of displays, cartons and corrugated packaged items. We also now offer fulfilment, pick and despatch and stock and serve.

Distribution

The majority of our print and packaging is delivered on our own vehicles. Our pre-filled displays are delivered into retailers RDC's via sub-contractors. This enables us to meet the considerable demands placed on us by the retailers to meet their daily, seasonal and promotional display activities. Daily deliveries are made into Tesco and Asda.



For further details please contact us:

**Easypack/POP Displays Group Ltd, Finchley Avenue, Mildenhall,
Suffolk IP28 7BG. Telephone 01638 715922
sales@easypack.uk.com www.easypack.uk.com**

