

# Paper packaging proves its worth

**Easypack's** sustainable packaging solution guarantees the secure delivery of earthenware company Emma Bridgewater's online orders, with the added benefit of being environmentally friendly.

**A**ny company that sells products online or through mail order knows all too well that quality packaging is essential, but it also comes at a cost – financially and environmentally. While many customers are won over by the ease of ordering online, some still remain wary of the potential consequences of purchasing particularly fragile items for delivery.

One company that has made a conscientious decision in order to overcome this concern is Emma Bridgewater, a family-owned pottery firm based in what has been the home of the UK's pottery for centuries: Stoke-on-Trent. Despite the company's enormous commercial success and its growing profile, it remains a family business at heart.

Dispatching as many as 2,000 delicate items a day, product safety and customer satisfaction are absolute priorities. With environmental sustainability also at the heart of the company's values, Emma Bridgewater required a fully protective packing solution. Having reviewed a number of paper suppliers, the company met with Easypack, the leading British manufacturer of high-quality in-the-box packaging technology. Reassured by the strength and rigidity of Easypack's 100% recycled paper, and the knowledge that it meets European standards and is obtained from vetted sustainable sources, the company ordered seven of Easypack's Packmaster systems.

“Working with Easypack has allowed us to be true to our principles by delivering items securely, reducing our environmental impact and improving the service we give our customers.”

## The Packmaster

The Packmaster system can pack almost any type of product. It can be set up horizontally or vertically, and the height and tilt can be adjusted for comfort and ease of use.

Using only 100% recycled, biodegradable, recyclable twin-ply paper packaging, the system is able to produce highly durable paper cushions that protect goods from the moment the box is sealed. Four different paper grades are available on the Packmaster to suit different product weights, which can be used as void fill or moulded to the shape of the product being wrapped.

Having streamlined its operational processes, all staff feedback from within Emma Bridgewater has been positive – the machines are easy to operate, produce up to 26m of paper a minute, and the



Emma Bridgewater uses Easypack's Packmaster system to ensure the safe and environmentally friendly delivery of its products.

paper is easy to pack with a variety of techniques, resulting in less packaging being used. The company reports significantly fewer breakages in transit since introducing the Packmaster systems, and the packaging material itself has proven to be more economical.

## Protective packaging that's kind to the environment

Michael Kenny, customer logistics manager at Emma Bridgewater, explains, “While the condition our customers receive their purchases in is our absolute priority, we take a lot of pride in being a sustainable business – economically, socially and environmentally. Working with Easypack has allowed us to be true to our principles by simultaneously delivering items securely, reducing our environmental impact and improving the service we offer our customers.”

While online orders account for 60% of the company's business, they remain aware of the hundreds of millions of packages being dispatched annually in the UK, many still containing harmful plastic packing materials. To be able to lessen the effects on the environment with a strong paper solution is an added benefit for the business and its customers alike.

Kenny concludes, “It's our collective responsibility to reduce the amount of plastic we use and discard, and make sure that the products we order and send are secured by the most eco-friendly options available. Easypack supplied the best and most sustainable packaging solution we could find.” ■

## Further information

Easypack  
[www.easypack.net](http://www.easypack.net)

