

Rotherham, UK-based Cepac has a reputation for investment in the latest technology to produce high performance packaging and print. Their progressive approach has been built around an overriding focus upon setting the highest standards of quality, service and innovation. Since their start-up in 1999, Cepac has invested in the latest corrugating and converting technology. With strategic acquisitions in 2013, the company has significantly bolstered its range of packaging solutions. As well as the new business units, further investment in state of the art machinery continues and is being installed across all operations to add further capacity and new products.

Milestone year

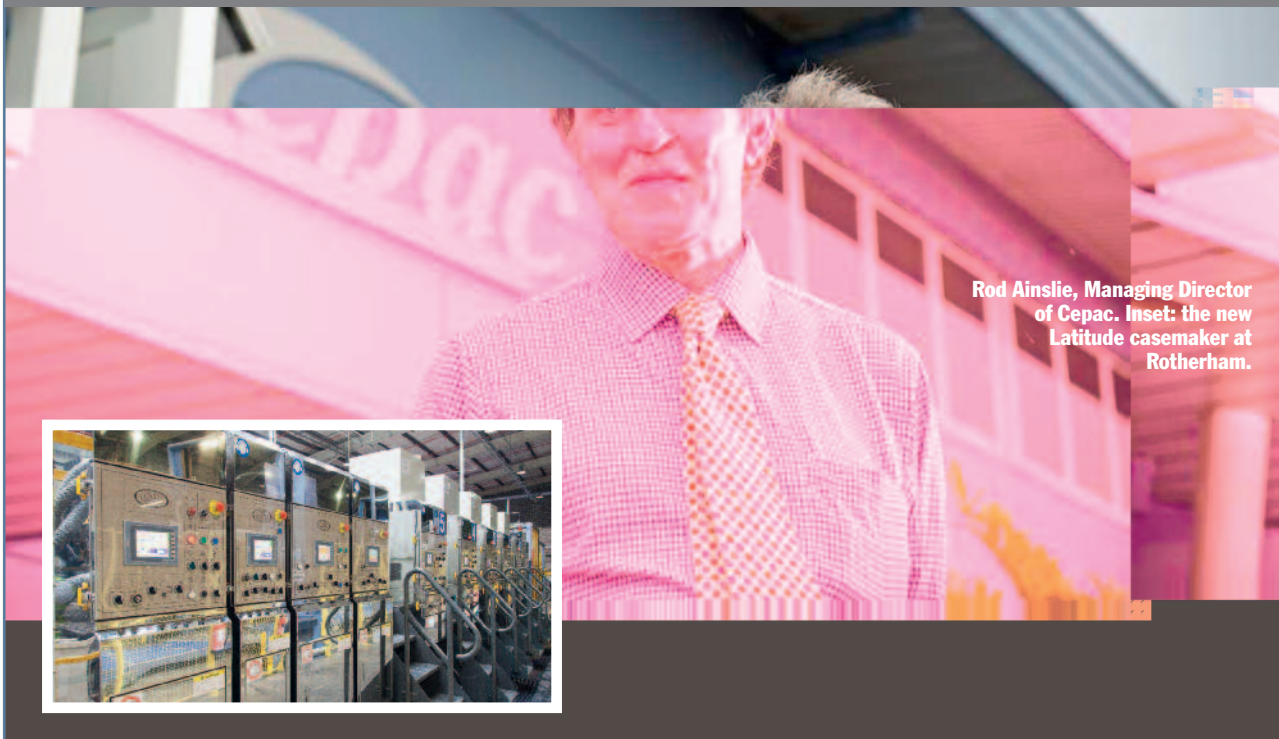
Two years ago, Cepac made three acquisitions, broadening their range to include high-quality print, point-of-sale display and tailor-made speciality packaging. The aim was to set a new standard for product development, quality standards and service. Together with a wide and varied range of products, the four businesses share the same approach and expand Cepac's reputation into new markets. The company has significantly evolved since 1999, moving from being a supplier of packaging to the FMCG markets to a complete end-to-end supplier of a wide range of corrugated packaging solutions.

In 2013, Cepac acquired the

THE PURSUIT OF PERFORMANCE PACKAGING

CEPAC EXPANDS ITS PORTFOLIO OF PACKAGING SOLUTIONS THANKS TO STRATEGIC ACQUISITIONS AND ONGOING INVESTMENT IN LEADING EDGE EQUIPMENT.

A REPORT BY DANIEL BRUNTON



Rod Ainslie, Managing Director of Cepac. Inset: the new Latitude casemaker at Rotherham.



The 5 colour Latitude PP6618 Miniline, equipped with JB dryers, is the largest of its type in the UK.

Rawcliffe Bridge and Darlington operations from DS Smith as well as Doncaster Screenprint, an independent POS and display producer. Interestingly, Darlington and Doncaster Screenprint clearly complement each other. With a range of pre-print, litho print, litho laminating as well as digital printing machinery, the company is able to offer a complete range of print solutions to its broadening customer base.

"Two years have now passed since making the acquisitions, during which time all four businesses have grown substantially," says Rod Ainslie, Managing Director. "We have now established an industry leading print capability accompanied by a highly extensive range of corrugated packaging. Cepac has continued to develop performance packaging and print — and as a result, customer demand has exceeded expectations."



Colour is key

Building upon their recent success, Cepac are now investing further to meet customer demand across the spectrum. They are now committing a further £20 million investment programme to install additional machinery.

At the Rotherham site, they have recently commissioned a Latitude casemaker with double die-cutting units, specifically for retail ready packaging styles. "This is the first Latitude PP6618 Miniline casemaker of such a high specification in the UK," states Richard Walton, Group Operations Director. "We were very impressed

with how the machine hit the ground running, and whilst it is early days, the high levels of customer approval confirm our belief that this will be a great addition to our converting capabilities. We worked closely with Latitude and their UK agent, GTS (Europe) Ltd, to ensure the machine was exactly what we were after. Specifying a casemaker with double die-cutting units and five colour print capability ensures really quick set-up times and maximum productivity." The Latitude PP6618 casemaker is fitted with inter-station IR dryers from JB Machinery. Like the rest of the plant, materials handling systems and pallet inserters were designed and installed by Avanti, with Load-formers from Alliance.

"We have seen a marked increase in the use of clay coated liners over the last few years, so we have invested in state-of-the-art dryers on many of our machines,"

continues Mr Walton. "We have fitted dryers from JB Machinery on our Göpfert Evolution as well as our United rotary die-cutter. The new Latitude was specified with JB dryers too, as we feel these are some of the best dryers on the market. During the same period we have retrofitted our Martin 618 with dryers from Bobst and to back up our print offering, we have partnered our ink supplier Flint in providing a linked colour management system across our Rotherham and Rawcliffe business's with technology from X-rite."

Other investments

Cepac continue to commit large-scale investment on their corrugators and converting machinery. Rotherham are installing a new slitter scorer on their 2.8m corrugator from BHS Corrugated this year. High performance papers are used and the corrugating process is optimised to ensure the utmost precision, whether to optimise the flute profile or the dimensional accuracy of the finished product.

"Rawcliffe has seen exceptional growth in sales over the past two years and has established an

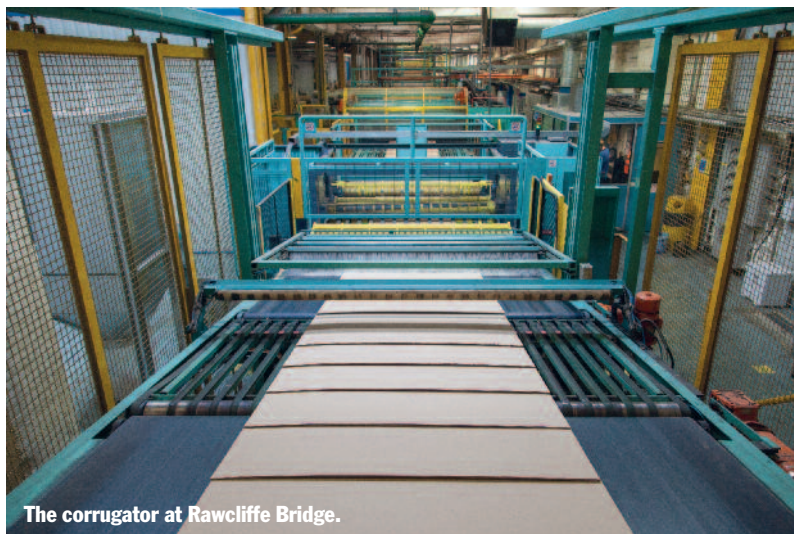


The Bobst SPrintera 145 PER equipped with Power Register for accurate die-cutting.

excellent track record as a specialist producer and development partner," explains Mr Ainslie. "They produce a fascinating product range which includes some supersize shelf ready packaging. The supersized SRP solution for 'Climaflex' is a superb example of the impact of packaging design from Rawcliffe, using powerful images and a supremely functional pack construction." The customer response to 'performance packaging and print' from Rawcliffe has led to investment in product range and capability. The heart of the plant is the corrugator, where a major programme of installation is well underway to be accompanied

by investments in converting equipment. The corrugator enhancements at Rawcliffe includes a new single facer from BHS Corrugated, a Fosber Master cut-off knife with the latest cut to pattern, JKSP Airbond double backer and E+L web alignment system. The plant has also taken on an Emba 170 flexo folder gluer from the Rotherham site retrofitted with a new take-off end and placed an order for a new Bobst Visioncut die-cutter, equipped with Power Register.

Darlington has made giant strides in developing high definition print to exceptional standards. The quality of their litho and flexo print illustrates the standards currently



The corrugator at Rawcliffe Bridge.



The pre-print press at Darlington.

achieved using Cepac's H-DNA approach. Darlington has built a strong reputation in the market, using high quality print to establish new standards for pack quality and shelf appeal. Already very well equipped further investment at Darlington will raise capacity and develop the capability to supply such high quality standards into new market sectors.

Doncaster has now completed stage one of a plant wide investment programme. The plant has significantly enhanced its product offerings and overall output levels following installation of new digital print and cutting equipment. This includes an HP Scitex 7600 digital press, a Zünd cutting table and a Bickers automatic large format gluing machine for bespoke Point of Sale and 3-D displays. Such a level of automation enables fastest speed of response to customers' requirements. Doncaster serves the Point of Sale sector which demands both agility and innovation and this business unit has succeeded by turning highly creative ideas into practical solutions with a considerable amount of flair and ingenuity, despite the pressures of short lead times.

Technical development

Lying at the heart of Cepac is a technical development function, which is dedicated to the development of 'performance packaging and print.' The methodology at Cepac is to employ speciality technical support at every stage of the process, starting from the point of developing functional specifications with customers. The aim is to tailor specifications to meet identified print and performance requirements throughout the supply chain without over packaging. In addition to this, the company operates a 'Workshop' test centre at Rawcliffe, where customers can discuss new pack designs, see samples being made run on a digital press and cut to size and



assembled. The test centre also acts as a customer training area.

But like any business, you are only as good as your people. "We are fully committed to developing our people across the business," explains Mr Ainslie. "We believe in training up young people and offering them a life-long career in this great industry. Apprentice training is very important to us. Two young engineers from Rawcliffe and Rotherham were recently awarded 'Apprentice of the Year' within their respective regions, which is kudos to them indeed."

Mr Ainslie concludes, "We look forward to making further investment announcements during 2015 as our business continues to grow. Investment in the latest technology will, combined with our dedicated people, ensure that Cepac stays at the forefront, setting new standards for performance packaging and print." n



Doncaster has an HP Scitex 7600 and Zünd cutting table for display work.