

# Case *Lightweight Corrugated Solution for Weedon*

Weedon

## **About the simple Cardboard Box**

The simple cardboard box has long been hailed the hero of sustainable packaging consumption for millions of brands. Not just popular in ecommerce, the cardboard box has long solved practical and environmental concerns in transporting goods as secondary packaging. Printable and convenient, the box offers practical and attractive features for our fast-paced lives. The basic corrugated recipe is almost as simple, two or more liners sandwiching a fluting centre.



## **The Challenge**

Throughout the last few years, as examination into efficiency and sustainability grows, the demand for lighter materials has increased and design has been focused on enhancing effectiveness on space, and more importantly, CO<sub>2</sub> savings through lessening the impact on transportation. On the shelf or through the door, a brand's motive and marketing must be presented with high quality print on a good surface. Weedon Packaging Solutions, an independent UK corrugator, challenged LEIPA to supply a 100% containerboard paper which could conquer all of today's requirements.

### **The Solution**

Step forward, LEIPA's new single layer brilliant white liner in 110gsm. This coated product is made up of just one layer of recycled fibre, in high white, with excellent printability on its coated finish. A coated testliner which can be used for premium printing and assists in dramatic light weighting strategies. Weedon's first tested this material on a shelf ready packaging for tin foil. The box did not need excessive strength but with a three-colour print including a dark blue, silver, and cyan plus an easy to scan QR code, the performance demand was great. After successful trialling, the old 140gsm liner was replaced with 110gsm LEIPA Spirit White with fantastic CO<sub>2</sub> and cost savings, and a premium print as a bonus!



*Weedon wanted to minimise the environmental impact of the packaging, but keep the excellent flexo print quality. So LEIPA delivered.*



### **Added Value**

LEIPA Spirit White has the potential to solve multiple packaging conundrums – balancing sustainable production whilst retaining design features with its smooth printable surface. Additionally, the product allows a corrugator to be entrepreneurial with his portfolio offering of various fluting & liner combinations. Weedon Packaging Solutions have just done that.

*“LEIPA Spirit White allows us to produce excellent quality flexo print without having to over engineer the pack. This minimises the cost and environmental impact of the packaging.”*

Peter Weedon, Group Operations Director