

20th Anniversary Celebrations!

Well what a busy few months we have had...yet very poignant, as it's our **20th birthday!**

To celebrate, we held an open month in July, with competitions and lots of cake, we also dug deep into our archives to look how the story began and also donated money to a very deserving charity, Ashgate Hospice.

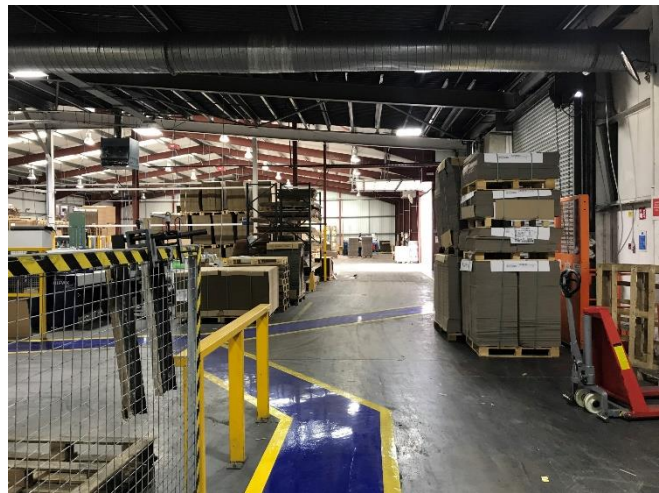


Firstly, we would like to say thank you to all who helped us celebrate and took time out of their day to come and visit us during our open days. I would also like to congratulate Rachael Cook of Coster UK for winning our corner competition, with a very impressive time of 15 seconds. For a little bit of perspective, the average time in the competition was over 1 min, however the CCC staff who assemble the corners on the shop floor do it in 4 seconds!! 🤖 That's right!! **4 seconds.**

We also donated £1,000 to Ashgate Hospice, who are a fantastic local charity who we have supported for years. They provide specialist care and support for to patients with life limiting illness, and support the patient's family in these tough times through running a fantastic 21-bed inpatient unit suite, 16-place day hospice and providing a range of therapies and support services.



Whilst moving the new offices round, we found some very old pictures of the factory when we first started in 1997. So here some pictures to show you our journey, from 1997 to 2017.





The Corrugated Case Company Ltd

Future looks bright for new business ...

THIS July saw the launch of The Corrugated Case Company Ltd, a brand new and privately owned and funded business based in Dancesmoor, near Clay Cross.

The business opened with the intention of providing high quality point of sale and conventional corrugated packaging to industries in and around the East Midlands region.

Through extremely high levels of commitment and service, the company expected first year sales of some £10.75m.

However, after completing their full month trading, sales budgets have been reviewed upwards twice and a new sales budget of £1.2m has been set and an ambitious capital expansion project has commenced which will allow a turnover of up to £4.5m per annum.

Already over 10,75m has been invested into new state-of-the-art plant and machinery which gives the business an edge over its competitors in the market place.

A fine balance has been met between automatic, semi-automatic and hand fed machinery to give the company the flexibility to meet quickly to customer demands but at the same time remain competitive in what is a very cut-throat industry.

As part of a two-phase capital expansion project, there are plans to invest a further £200,000 and to increase its factory space by a further 10,000 sq ft on its three acre site early in the new year and an additional £75,000 on plant and machinery by November next year.

Resulting from this expansion and capital development, the company will be in a position to supply a wide range of packaging solutions to all types of packaging users.

When formulating the marketing strategy of the business, managing director Tony Henson and sales director Mark Wilcockson considered many initiatives which would present the business as a dynamic, forward thinking organisation with a wish to offer potential clients but, as a new business start-up, it was difficult to overcome the two most often asked questions by packaging buyers — "Who are the current quality customers you have that we may have heard of?" and "Can you show me quality examples of your product and your capabilities?"

Obviously, as a new business, there were no clients and so "working" samples had to be made up with new ideas to convince potential customers of its seriousness and intention to provide and supply a quality product from a quality organisation backed up by an efficient and committed team of staff.

Quality guarantee

Against this background, the company's guarantee of quality and service document was developed. Like many larger or national bodies, this was the company charter by which the company could be measured. All aspects were covered from delivery lead times to quality to response to customer enquiries and heavy faults, complaints, to undertake this guarantee a primary system of whether from five per cent to supplied free of charge material if the company failed to meet its promise.

Sales director Mark Wilcockson said that he felt the guarantee was the single most important document in helping him and the sales team convince potential customers that they were serious in their quality and service claims.

Similarly, Byron Taggar, the operations director, commented that the guarantee provided a focus for his weekly section leader meeting during which his performance indicators relating to the guarantee are discussed and recorded.

"They provide the yardstick by which the factory's performance can be measured, to date we have had only one claim, and that's not, we don't aim to have too many more!"

"The measure of the company's success is that more than one hundred new accounts have been opened so far in just less than one hundred selling days!"

"By industry standards, the sales calls to sales orders success rate is far higher than anything I have ever seen before," said Tony Henson, who was previously a group managing director of 18 such plants before starting out



Corrugated Case Company's sales and marketing director Mark Wilcockson (left) presents a cheque for £100 in aid of the Children in Need charity appeal to Sean Devitt, operations manager of Great Martin Building Products, which became the company's 100th new customer recently.

In this new venture...

"I have previously worked with some of the most highly thought of sales professionals in the industry but nothing I have seen compares with the effort, endeavour and sheer professionalism of our current sales team."

"I would challenge anyone in the industry to have been so close to some suppliers near the business side of our people."

"We have opened accounts as diverse as the Herts Company Ltd to local engineering companies, from Rubisco, one of Claxtonfield's oldest and most famous occupiers, to supporting several new start-up businesses with exciting new product concepts but perhaps the most famous snack food company who are currently using a little Spice to push their sales efforts!" he added.

To date, the company employs some 22 full time people from the locality together with several part-time and temporary workers who are employed on an as and when needed basis.

Through its expansion, the company will employ at least another six people and by the end of next year the overall employee figure should exceed 55.

Since starting the business there has been a careful mix of new, inexperienced operatives and experienced 'know quality'.

Byron Taggar was full of praise for the way in which the experienced new members have cracked these with his experience to form a team capable of upholding the company's guarantee and producing a price quality at least as good if not better than most of its short plant competitors.

Print quality

Through its expansion, the company will employ at least another six people and by the end of next year the overall employee figure should exceed 55.

Although still early days, the future looks very bright for the business as it continues to develop new niches in the display and point of sale markets.

A number of exciting projects are currently underway and with its dedicated design professionals and Cad/Cam technology, it is ready to take on more.

If you have a corrugated packaging problem they probably have a packaging solution.

Why not give them a call and see the guarantee?

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