

Celebrating a Decade of Bag-in-Box® Packaging for Sandford Orchards Cider



PALLET LOAD
INCREASED BY
40%



100% RECYCLABILITY OF
BOTH THE BAG AND
BOX THROUGH READILY
AVAILABLE CONSUMER
RECYCLING SCHEMES

Sandford Orchards Owner Barny Butterfield was no stranger to boxed cider packaging when he contacted Smurfit Kappa Barnstaple in 2010.

It was in fact his own supplier at the time (and customer of Smurfit Kappa Barnstaple) who put him in touch as his requirement for Bag-in-box packaging had gone from standard off-the-shelf to a more bespoke need.

By coming direct they were able to source packaging that gave them the ability to truly shout about their Devon roots and products, **helping raise brand awareness and appeal to larger companies.** When they were listed in Wetherspoons their volumes increased and they recognised just how much their new packaging had supported this, and the importance of good quality packaging to ensure their products are displayed well, arrive undamaged and taste just as fresh as they do when packaged.

In the 10 years Sandford Orchards have been a direct customer of Smurfit Kappa Barnstaple their packaging have undergone various visual design changes and in more recent years their packaging has been altered to help save business costs and improve performance.

1) Reducing Costs

By altering the dimensions of the Bag-in-Box® being used by Sandford Orchards, Smurfit Kappa Barnstaple are now able to get 57 boxes onto a pallet, which previously was 40 – **a 40% increase in pallet load.** This innovation, and collaborative working has helped reduce pallet requirements and save costs.

2) Improving Performance

The box has also seen other innovations including:

- Adding an ice box flap so the product (when situated on a bar) stays at the correct and optimum temperature all day with a couple of ice packs being added.
- Changing the board grade to a Kraft liner, which gives a higher water resistance and enables the pack to stay rigid while it is being chilled.
- Using gloss lamination helps the box maintain its shape and protect the artwork from transit damage.



“In the 10 years of using Smurfit Kappa Barnstaple as my Bag-in-Box® supplier I have developed a great working relationship with the team. They are always on hand to help with our next project and their expertise and knowledge is invaluable.”

Barny Butterfield.
Owner of Sandford Orchards.

Sandford Orchards traditionally sell direct to pubs and distributors, and use a 20L Bag-in-Box® full colour litho packaging solution. They also sell in-store and on their website having 3L, 5L and 20L options available - www.sandfordorchards.co.uk.

Smurfit Kappa Barnstaple – who are we?

“At Smurfit Kappa Barnstaple we are committed in being the partner of choice in collaborating with our customers in innovation, supply chain knowledge and insights; supporting you in developing your business by adding value to your product with the use of sustainable packaging solutions. We have been delivering Bag-in-box® solutions for almost two decades and look forward to helping you with your Bag-in-box® requirement.”

Simone Mace.
General Manager of Smurfit Kappa Barnstaple.

If you would like to know more about Smurfit Kappa Barnstaple's Bag-in-Box® for cider products visit smurfitkappa.com/cider.