

Packaging News



Packaging News

January 2011

RPC hits £1bn sales with Superfos deal

RPC's strategy RPC has secured a £1 billion deal with Superfos, a Chinese company, to supply 100,000 tonnes of polypropylene (PP) to the Chinese market over the next five years. The deal for the 100,000 tonnes of PP is valued at £1 billion. RPC is a leading global supplier of polypropylene, while Superfos is a major Chinese manufacturer. The deal is expected to significantly increase RPC's sales in the Chinese market.

PN review of 2010

The National Packaging News (PN) has published its annual review of 2010. The review highlights the challenges faced by the packaging industry in 2010, including a global economic downturn and a decline in demand for packaging. Despite these challenges, the industry has shown resilience and innovation, with many companies investing in new technologies and processes to improve efficiency and reduce costs.

Carlens fight back

Carlens has fought back against a lawsuit filed by its former employees. The lawsuit alleged that Carlens had breached its contract with its former employees by not providing them with the promised benefits. Carlens has denied the allegations and has filed a counter-suit against its former employees.

Chilled news cover

The packaging industry has been hit by a wave of bad news, with several major companies reporting a decline in sales and a loss of market share. This has led to a general sense of pessimism among industry observers.

Equipment News

Equipment News highlights the latest developments in packaging machinery, including new models of blow-fill-seal machines and high-speed filling lines. These machines are designed to improve productivity and reduce waste, making them attractive to manufacturers looking to optimize their production processes.

Regulators

Regulators are closely monitoring the packaging industry, particularly in relation to environmental regulations and product safety. The industry is expected to face increased scrutiny in the coming months as regulators seek to ensure compliance with new regulations.

Packaging News

February 2011

Roberts quits M&S for Sealed Air role

Roberts' strategy Roberts has left M&S to join Sealed Air as a senior advisor. Roberts was a key figure in M&S's operations, and his departure is expected to have a significant impact on the company's strategy. Roberts will be responsible for advising Sealed Air on various aspects of its business, including operations and financial performance.

New flexibles opt for Paragon

Several major flexible packaging manufacturers have chosen Paragon as their preferred supplier. Paragon is a leading provider of flexible packaging solutions, and its selection by these manufacturers is a testament to its quality and reliability.

Selling your assets

Manufacturers are increasingly looking for ways to optimize their assets and improve their bottom line. One way to do this is by selling off non-core assets, such as excess inventory or underutilized equipment. This can help to free up capital and improve cash flow.

CCZ in the spotlight

CCZ has been in the spotlight due to its innovative packaging solutions. CCZ is a leading provider of flexible packaging solutions, and its products are widely used in a variety of industries. CCZ's innovative solutions have helped many manufacturers to improve their packaging efficiency and reduce costs.

Packers on a high

Manufacturers are optimistic about the future of the packaging industry. They believe that the industry will continue to grow and that there are many opportunities for innovation and improvement. This optimism is based on the fact that the packaging industry is a vital part of the global economy and is essential for the success of many other industries.

Packaging facts

Packaging Facts provides a comprehensive overview of the packaging industry, including its size, growth, and key players. It is a valuable resource for anyone interested in the packaging industry.

Equipment News

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Regulators

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Packaging News

December 2010

Unions ballot on strike as staff reject CPI pay offer

And the winner is... The packaging industry has seen a significant increase in union activity, with several major manufacturers facing the prospect of a strike. This is due to the fact that many workers are dissatisfied with their pay and working conditions, and they are looking for a way to improve them.

Sparking mood

The packaging industry has been in a state of "sparking mood" due to the uncertainty surrounding the global economy. Many manufacturers are struggling to maintain their production levels, and they are looking for ways to reduce costs and improve efficiency.

Brand's lack

Manufacturers are struggling to maintain their brand identity in a highly competitive market. This is due to the fact that many manufacturers are focusing on cost-cutting measures, which can lead to a loss of brand identity and a decline in customer loyalty.

Designer name

Manufacturers are looking for ways to improve their packaging design and branding. This is because good packaging design and branding can help to differentiate a product from its competitors and increase its appeal to consumers.

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Packaging News

November 2010

Tetra Pak ends UK carton production

SCA leads forward SCA has taken the lead in the UK carton market, with its Tetra Pak brand ending production. This is due to the fact that SCA's Tetra Pak brand is a leading provider of carton solutions, and its production has been a major part of the UK carton market.

Ballie stands out

Ballie has stood out as a leading provider of packaging solutions. Ballie is a leading provider of flexible packaging solutions, and its products are widely used in a variety of industries. Ballie's innovative solutions have helped many manufacturers to improve their packaging efficiency and reduce costs.

Down the tube

The packaging industry has seen a decline in demand for packaging, particularly in the food and beverage sectors. This is due to the fact that many consumers are looking for ways to reduce their spending, and they are looking for ways to reduce their packaging costs.

A festive look?

Manufacturers are looking for ways to improve their packaging for the festive season. This is because good packaging for the festive season can help to increase sales and improve customer loyalty.

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Regulators

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Packaging News

October 2010

Blaze rips through Amcor Livingston

Change of the top Amcor has announced a change of leadership at its Livingston plant. This is due to the fact that the plant has been hit by a major fire, and the company is looking for a way to improve its operations and reduce costs.

The Midea touch

Midea has made a significant investment in the packaging industry, with the acquisition of a leading provider of flexible packaging solutions. This investment is expected to help Midea to improve its packaging efficiency and reduce costs.

Prices still

Manufacturers are struggling to maintain their prices in a highly competitive market. This is due to the fact that many manufacturers are focusing on cost-cutting measures, which can lead to a decline in prices and a loss of profit.

Equipment News

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Regulators

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Packaging News

September 2010

Allied Glass bosses lead £75m buyout

Booze makes waves Allied Glass has announced a £75 million buyout of its bosses. This is due to the fact that the company has been hit by a major decline in sales, and the bosses are looking for a way to improve the company's performance.

Class of 2010

The packaging industry has seen a significant increase in the number of graduates from its schools and universities. This is due to the fact that the packaging industry is a highly competitive market, and many graduates are looking for ways to improve their skills and knowledge.

Equipekick pack

Equipekick has made a significant investment in the packaging industry, with the acquisition of a leading provider of flexible packaging solutions. This investment is expected to help Equipekick to improve its packaging efficiency and reduce costs.

Project Profile

Project Profile provides a comprehensive overview of the packaging industry, including its size, growth, and key players. It is a valuable resource for anyone interested in the packaging industry.

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Packaging News

August 2010

Rexam in the black as cutbacks pay off

Medi march on Rexam has reported a significant increase in profit, as its cost-cutting measures have paid off. This is due to the fact that Rexam has been able to reduce its costs and improve its efficiency, which has helped to increase its profit.

Flint's eco quest

Flint has made a significant investment in sustainable packaging solutions. This is because good sustainable packaging solutions can help to reduce a company's carbon footprint and improve its reputation.

Pharma market

The pharmaceutical packaging market is expected to continue to grow in the coming months. This is due to the fact that the pharmaceutical industry is a highly competitive market, and manufacturers are looking for ways to improve their packaging efficiency and reduce costs.

Grand ambitions

Manufacturers are looking for ways to improve their packaging and branding. This is because good packaging and branding can help to differentiate a product from its competitors and increase its appeal to consumers.

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Packaging News

July 2010

Kick-off PN fantasy league

Medi march on The packaging industry has seen a significant increase in the number of graduates from its schools and universities. This is due to the fact that the packaging industry is a highly competitive market, and many graduates are looking for ways to improve their skills and knowledge.

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Media information 2011

At the heart of the vibrant and diverse UK packaging supply chain



Packaging is one of the UK economy's most vibrant, creative and diverse industries.

With a supply chain covering manufacturing, retail, design, logistics and more, the industry has a broad and demanding range of information needs.

Packaging News sits right at the heart of that supply chain. Wherever our readers work – be they operations director at a converter, a packaging technologist at a brand owner or a sales manager for a materials supplier – they turn to *Packaging News* for authoritative and business-critical information on their industry.

Why? First and foremost, they know they can trust what they read in *Packaging News* both in print and online on packagingnews.co.uk. Our dedicated team of expert journalists work tirelessly to bring the most up-to-date and relevant news, incisive features and hard-hitting comment and analysis to our readers.

As a result, *Packaging News* is requested by 12,163 readers every month – 100% of whom are involved in investment decisions. It is also the only monthly packaging magazine whose circulation is verified by a full ABC profile. Meanwhile, packagingnews.co.uk attracted an average of more than 37,500 unique users every month in 2010.

But there's more to *Packaging News*. With events such as the industry-leading UK Packaging Awards, special supplements, show guides, targeted features and much more, *Packaging News* offers a wide range of advertising, sponsorship and promotional opportunities.

Get in touch with any of the team to find out more about how *Packaging News* can help you connect your brand to the audience you want to reach.

When it comes to packaging, we've got it covered.

Josh Brooks is editor of *Packaging News*

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Key figures

12,163

Packaging News ABC audited circulation

37,698

packagingnews.co.uk average monthly unique users, 2010 (source: Hitwise/Google Analytics)

178,521

packagingnews.co.uk average monthly page views, 2010 (source: Hitwise/Google Analytics)

Packaging News – the only source for instant news from across the supply chain

In print

Packaging News is the only UK magazine that features comprehensive news coverage from across the packaging supply chain, be it the latest pack for a major brand or a merger between the world's biggest packaging manufacturers. Our wide-ranging news section delivers:

- Insight into the biggest news stories in the business in the UK and around the world
- Updates on packaging converters, materials suppliers, designers, brand owners and more
- News and reviews of the most innovative new packs and designs
- News from equipment suppliers

Online

packagingnews.co.uk is updated throughout every weekday with the latest developments across the industry to an international audience of more than 37,500 unique users.

- Targeted campaigns through channels specific to end-user markets, such as food, drink or pharmaceuticals, and to packaging materials such as cardboard, corrugated or glass
- At least six new stories posted every day
- Every story is written by one of our team of expert journalists – unlike other websites, we never post press releases
- With around 30% of visits to the site coming from outside the UK, our website also has an international outlook

Email news bulletins

Daily email news bulletins deliver the latest developments direct to the inboxes of more than 14,000 packaging executives both in the UK and around the world.

- Email bulletins mean that the industry hears news first from packagingnews.co.uk
- Open rates of 30%-35% and click-through rates of 8%-12% are well above industry average
- One-off Breaking News bulletins deliver the biggest stories as they happen
- Specialist bulletins such as environment and equipment news and show previews serve special interest groups

Key figures

14,548

Opt-in recipients of Packaging News daily email news bulletins

33.27%

Average open rate for daily email news bulletins, January 2011

NEWS BRAND DESIGN

Clipper
Clippers design agency has been named as the winner of the 2010 Packaging Awards for Best Brand Design. The award was presented to the agency by the industry's leading brand owners and packaging converters.

PocketLoops
PocketLoops has been named as the winner of the 2010 Packaging Awards for Best Packaging Design. The award was presented to the agency by the industry's leading brand owners and packaging converters.

Vimto
Vimto has been named as the winner of the 2010 Packaging Awards for Best Packaging Design. The award was presented to the agency by the industry's leading brand owners and packaging converters.

Bulldog
Bulldog has been named as the winner of the 2010 Packaging Awards for Best Packaging Design. The award was presented to the agency by the industry's leading brand owners and packaging converters.

Chesapeake to expand after £75m bank deal
The group's expansion plans are set to be funded by a £75m bank deal.

Amcor stops production at fire-hit Livingston site
Amcor has stopped production at its Livingston site following a major fire.

Trading continues at CPC Bristol as buyer is sought
CPC Bristol is continuing to trade as it searches for a buyer.

Does packaging do enough to attract talent?
An industry survey suggests that packaging does not do enough to attract talent.

PACKS & CLOSURES NEWS

Morrisons veg pots use Faerch PP tray
Morrisons has chosen Faerch PP trays for its vegetable pots.

Soup firm eyes snackers with heat-proof sleeves
A soup manufacturer is looking for heat-proof sleeves for its products.

Roberts Mart wins film contract for cider pack
Roberts Mart has won a contract to supply film for a cider pack.

Label One targets growth with £1.6m Belfast plant
Label One is targeting growth with a new £1.6m plant in Belfast.

MANUFACTURING TALK WITH RICHARD GRAY
Maintaining internal discipline makes for a good night's sleep.

SHelf REVIEW | JAMMIE DOGGERS
A review of the Jammie Doggers product line.

Heineken to cut formats in global bottle revamp
Heineken is cutting formats in its global bottle revamp.

High-quality in-depth coverage on packaging trends, markets and equipment

Profile and analysis

Every month, *Packaging News* features interviews with the people making waves in packaging and analyses the biggest topics affecting the sector. Recent issues have featured:

- Interviews with Miles Roberts of DS Smith; Robert Lisney of the Advisory Committee on Packaging; Jean-Pascal Bobst of Bobst Group
- Courtauld 2; management buy-outs in the sector; packaging format wine-tasting challenge

Markets

Our monthly Markets feature explores the trends in a particular end-user market, including expert commentary, market statistics, the latest designs and key suppliers. Recent topics include:

- Luxury packaging
- Chilled and frozen food
- Personal care

Sector focus

Our monthly Sector Focus feature looks at a particular discipline within packaging, including:

- Material sectors such as metals, glass, carton-board, corrugated, rigid plastics and so on;
- Design agencies and repro houses

Equipment News

Equipment News launched in 2010 and is a monthly mini-magazine covering packaging and converting equipment. Every issue includes:

- The latest on converting, printing and packing equipment
- Installations across the industry
- Project Profile, an in-depth look at a major installation project
- Buyers Guide feature and tables, looking at trends in a particular type of equipment

Online features

packagingnews.co.uk hosts a number of weekly features. These include:

- Client Newswrap – a weekly round-up of news from retailers and brand owners
- Soap Box Blogs – comment from *Packaging News* staff and industry contributors
- PRN Pricewatch – a weekly report on the latest price of packaging recycling notes

Key figure

61%

Readers who buy packaging materials at least every quarter (source: PN reader research, February 2010)

One-off reports that examine every aspect of a key issue, market or event

Our one-off special reports and supplements focus on specific issues and markets and offer advertisers a highly-targeted environment and long shelf life. We produce show guides, while our annual Directory is the industry's most comprehensive guide to suppliers and services.

Environment report

Now in its fourth year, this annual report covers the industry's latest efforts to reduce its impact on the environment, including:

- Expert opinion, case studies, features and profiles make it the industry's widest source for environmental information
- Shelf-life of the full year gives the report increased pass-on readership
- The supplement is the ideal vehicle to align a brand with environmental issues
- It is received by our full 12,163 circulation

Sector reports

Sector reports focus on specific end-user markets and offer a targeted channel to reach readers.

- Expert commentary and exploration of trends in end-user markets such as food or beverage
- Distribution through the *Packaging News* full circulation list

Power Book & Directory

In 2011, our popular annual *Packaging News* Directory is being combined with the Power Book, a Who's Who-style series of short profiles of the 100 most powerful people in UK packaging. Published in May, the and is the key document for anyone looking for packaging services.

- Handy A5 format with strong editorial content
- Shelf life of a full year – or more
- Display advertising and enhanced listings

Show guides

Packaging News is the official media partner for the UK's easyFairs packaging shows and is also producing content around major 2011 exhibitions including Pro2Pac, Interpack and the PPMA show.

- We have produced the official Show Guide for all easyFairs UK packaging shows since 2008
- Interpack show previews will run in March, April and May
- Pro2Pac preview will run in March and PPMA in September

Key figure

12,163

Recipients of the Power Book & Directory - the full *Packaging News* circulation



Network, celebrate and learn with *Packaging News* events and conferences



UK Packaging Awards

Now in its sixth year, the UK Packaging Awards has established itself as the packaging industry calendar's biggest night out, and in 2010 brought together 500 industry executives from a wide range of companies.

Organised by *Packaging News* and the expert awards team at Metropolis, the UK Packaging Awards brings professionalism and glamour that are second to none in the sector.

After three years of solid growth and a sell-out in 2010, this year the UK Packaging Awards is gearing up for even more expansion and is moving to a bigger home - the London Hilton on Park Lane.

Our panel of independent judges are some of the most powerful packaging buyers and specifiers in the market and last year included the heads of packaging from Tesco, Sainsbury's, Asda, Waitrose and Reckitt Benckiser.

Awards sponsorship

Opportunities to associate your brand with the UK Packaging Awards are numerous and include both event and category sponsorship, which offer brand

alignment with the very best of UK packaging in your chosen field.

Sponsorship packages for the UK Packaging Awards include:

- An extended promotional campaign that includes being featured in all promotion for the event
- Branding on regular updates to judges and entrants
- Promotion on the entry kit if sponsorship is booked early
- A reserved networking area on the night
- Branding on the night
- A representative to present your chosen award on stage
- A table of 10 at the event
- Endless networking opportunities before, during and after the ceremony

We are also able to offer packages including:

- Sponsorship of areas of the night's entertainment such as a casino
- Sponsored gifts for attendees
- Sponsored labels on wine or water bottles

Contact Susan Bann on 020 8253 8656 for more.

Other live events

Packaging News is able to offer a range of live events to provide networking and one-to-one business opportunities in any area of the packaging industry. These could include:

- Conferences held at our London premises or externally
- Breakfast briefings
- Face-to-face seminars or online webinars
- Cocktail or other evening events to connect suppliers with clients

Key figures

500

Attendees at UK Packaging Awards in 2010 - up from 400 in 2009 and 300 in 2008

290

Entries to UK Packaging Awards 2010 - again, 100 more than in 2009

Reach your target customers with the packaging industry's biggest marketplace

Packaging News is home to the UK packaging industry's largest classified advertising section. At least 20 pages of advertising every month make the back pages of *Packaging News* the first port of call for any potential customer - and that makes it the best place to promote your business.

Solutions

Got a story to tell or a product to sell? Guarantee your place in the magazine with a Solutions insertion, including:

- 110 words of text to explain your product, service or development
- Image, company logo and contact details
- The option to be included in a monthly bulletin delivered to more than 10,000 recipients

Services

The largest packaging services showcase in the industry covers the full range of packaging services and supplies, from design to materials, machinery to contract packing.

- Where to Buy section offers the most cost-effective way to get your name out to buyers
- Classified ads offer greater impact and cover every area of services in the supply chain

Business opportunities

Put simply, *Packaging News* owns the market for promoting business opportunities in the packaging sector.

- The only title with a dedicated classified section for businesses for sale, auctions and tenders

Recruitment

Online or in print, *Packaging News* offers access to a huge audience of packaging professionals seeking their next career move.

- packagingnewsjobs.co.uk only carries packaging jobs, from technologists and engineers to sales managers and designers
- Packaging News is the only magazine with a regular dedicated recruitment section, used by the UK's top recruitment agencies and brands

Key figures

5,329

Average monthly visitors to packagingjobs.co.uk, 2010 (source: Hitwise)

58%

Readers who buy primary or secondary packaging at least every quarter (PN reader research, February 2010)

Rates & data

Magazine rates

Display

	Up to 5	6-11	12 plus
DPS	£6,803	£6,258	£5,819
Full	£3,583	£3,296	£3,065
Half	£2,378	£2,187	£2,033
Quarter	£1,625	£1,495	£1,390
Eighth	£960	£883	£720

Outside back cover

20% loading

Special covers, bellybands and other creative solutions

Price on application

Inserts

	Up to 10g	11-20g	21-30g
Loose	£2,350	£3,280	£3,900
Bound	£3,300	£3,795	£4,620

Cost may vary depending on specific samples

Classified

	3 ins	6 ins	12 ins
Eighth	£392	£350	£315
Quarter	£624	£562	£500
Half	£1,144	£1,030	£915
Full page	£2,100	£1,890	£1,680

Tenders, auctions and business opportunities

Including button online	£245
Eighth page	£1,220
Quarter page	£1,440
Half page	£2,620
Full page	£4,990

Where to buy

No of inserts	Single column cm per insert
12	£19
6	£24

Plus 25% for online directory listing

Online rates

MPU	£65
Skyscraper	£50
Banner	£40
Tile	£30
Cost per 1,000	

Bulletin and channel sponsorship

	12 months	6 months
Daily bulletin	£12,000	£7,000
Weekly bulletin	£9,000	£5,000
Monthly bulletin	£6,000	£4,000

Sponsorship includes banner, button and logo

Microsite

Price on application

Webcasts

Price on application

White papers

White paper listing (per year)	£500
White paper of the day (includes listing)	£1,500
White paper of the week (includes listing)	£850

Events

UK Packaging Awards

For all enquiries regarding category sponsorship and other promotional opportunities around the Awards, please contact Susan Bann on 020 8253 8656.

Specifications for print

Display

DPS (supply as two single pages)

	Type	275mm x 205mm
	Trim	295mm x 225mm
	Bleed	305mm x 235mm
Full page	Type	275mm x 205mm
	Trim	295mm x 225mm
	Bleed	305mm x 235mm
Half page	Horizontal	135mm x 205mm
	Horizontal on editorial page	135mm x 203mm
	Vertical	275mm x 100mm
Quarter page	Horizontal	70mm x 205mm
	Vertical	135mm x 100mm
Eighth page	Landscape	35mm x 205mm

Classified

Classified advertising is booked in variable sizes measured as depth in centimetres x number of column widths

Two column	100mm
Four column	203mm
Full page	254mm x 203mm
Half page horizontal	123mm x 203mm
Half page vertical	254mm x 100mm
Quarter page vertical	123mm x 100mm

Where to buy

One column 34mm

Example: 5 x 1 is 50mm x 34mm

Recruitment

Banner page	
Eighth page	60mm x 100mm
Quarter page	128mm x 100mm
Half vertical	246mm x 100mm
Half horizontal	115mm x 203mm
Full text area	247mm x 203mm

Strap page	
Eighth page	60mm x 100mm
Quarter page	128mm x 100mm
Half vertical	260mm x 100mm
Half horizontal	128mm x 203mm
Full text area	260mm x 203mm

Column widths	
2 columns	100mm
4 columns	203mm

Please note all ads must be in accordance with the new Employment Equality (age) Regulations 2006. For guidance visit www.acas.org.uk or call 08457 474747

Terms and conditions

Advertisements are accepted for publication in *Packaging News* and its associated products only upon Metropolis Business Media's Standard Terms of Acceptance of Advertising, copies of which are available from the advertising sales department

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