



[Introducing the Cumberland Packaging Design Department](#)

This month I'd like to introduce you to the centre of excellence that is our Design Department. They're a team of leading structural designers with a brief to engineer a corrugated pack that ensures your product safely reaches its destination; time and again. A team of three means that we have a range of ideas for major or technically challenging design projects.

The design process at Cumberland Packaging encompasses: origination of your print requirement; mapping the layout of your tooling; providing artwork for approval (including very impressive 3D print diagrams if requested) and a plain sample (free of charge) once a box is price approved.

The Design team liaises with Operations for technical, print or die cut capability queries; acting as a bridge between our admin and operations functions.

Design also support any required technical aspects for quality complaints (e.g. board testing and analysis).

If you have a new product development project coming up...please drop me a line and we'll arrange for our Design team to immediately begin the process of engineering an optimal design.

Jody Adams, Account Manager



[Sam Field | Design Manager](#)

Sam Field is our infectiously dedicated and impressively innovative Design Manager. He's an excellent Designer in his own right and of course also manages the department's workload.

He joined Cumberland Packaging in 2012 and initially had a dual role; on the one hand he helped with I.T. support (Sam is a computer whizz) and on the other he began what was effectively

an apprenticeship role (getting to know the business) by cutting polystyrene fittings for composite packs. In 2014 he became our Sample Maker in Design and gradually evolved in our Design Manager by 2018. Along the way he has blossomed into the site's IT guru.

Our Sam trains hard in the gym and also has a serious passion for climbing the likes of Snowdonia. He's expecting his second child this October; Archie already has a name and a world of love waiting for him. He also has the family's two dogs (Woody and Pippa) to look forward to.



[Malcolm Fairman | Senior Designer](#)

Our Senior Designer Malcolm Fairman is an absolute treasure, both for the business and for the community.

He joined Thames Board Mills back in 1983 as an apprentice. There he spent time on the corrugator, the Bobst four colour printer, the EMBA stitcher and the rest of the machinery line up. He went to work as a Sample Maker before receiving CAD training in 1998 and being promoted to Designer. The following year the plant was closed and moved to Bristol where Assi built a greenfield site.

Rather than relocate, Malcolm joined Cumberland Packaging and begun what is now 23 years of sterling service. He commissions cutting tools, stereotypes and helps with inks. He liaises closely with Operators on the machine to ensure that we can make the products that we're designing. Malcolm's stated love of the breadth and depth of his role is utterly endearing.

He has put similar levels of dedication into his role as a Scout Leader over the last ten years. Bless him, he volunteers in Chadwell St. Mary) on Tuesday and Thursday evenings and weekends, as well as an annual 10-day summer camp.

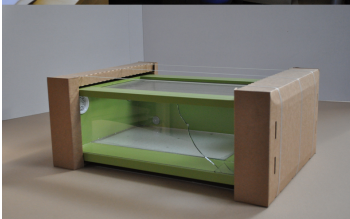


[Adrian Keen | Foam Composite Pack Specialist](#)

Our Foam Composite Pack Specialist Adrian Keen has a truly outstanding breadth of product knowledge, allowing him to design bespoke corrugated and bespoke corrugated and foam packs.

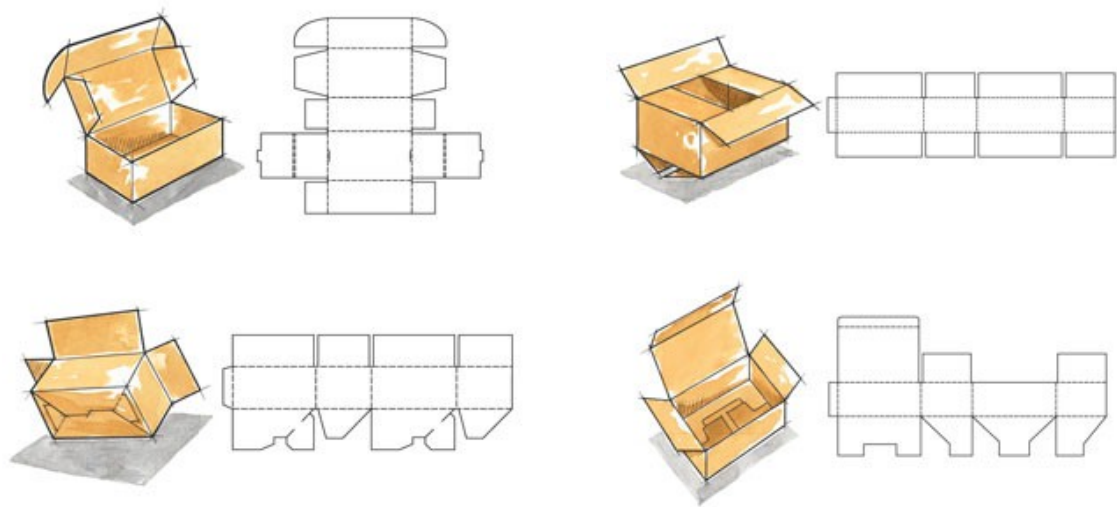
He joined Advanced Protective Packaging back in 1998 and worked as a dextrous salesman who took enquiries back to base...and then designed them himself. His modus operandi of field-based packaging consultancy proved an excellent learning ground.

He went on to join Turner Packaging as a dedicated Designer in



2010 and honed his skills further before Cumberland Packaging's Design team snapped him up in 2014. His meticulous approach has proven to be an absolute asset to our clients, notably in the medical and electrical sectors.

That same tenacious attention to detail stood him in good stead when he successfully managed his sons' school football teams as they were growing up. He also loves motorbikes; especially his beloved Kawasaki.



Cumberland Packaging



Promoting best practice:

- We are certified for BRC/IOP as well as Ethical Trading.
- We passed our FSC audit in January 2017.
- We're also a member of the Sheet Plant Association.



[Check out our website](#)

