



# Cumberland Packaging Ltd

MANUFACTURERS OF CORRUGATED PACKAGING



## Winter is coming...

In only 11 weeks we'll be able to recharge over the festive break, catch up with our loved ones and (in the true spirit of Christmas), binge-watch the growing backlog of TV that's been on our radar.

In the meantime, it's worth considering the winter effect on our market. As the nights draw in and we enter the last quarter of the year, demand for corrugated packaging always moves up a gear; typically lifting by circa 25% and leaving almost all box plants full in November and December. Our industry's lead times times

extend from a few days to a few weeks - a change that catches some buyers off guard, especially if their own market does not echo this seasonal peak.

Please help us to help you by placing the rest of your 2023 orders as soon as possible. This will enable us to secure machine time with board suppliers and our own production capacity at times to optimally suit you, rather than requiring you to wait until packaging is going to be available. We'll also be able to maintain our policy of retaining some spare capacity every week - to enable us to respond to emergency requirements.

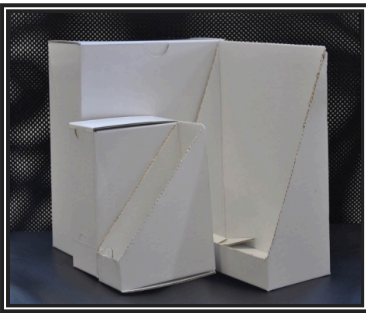


#### [Challenge our Adrian with your Design wish list](#)

Why not ask Adrian (just one of our outstanding Designers) to look at the pack redesign that you've had on your mind? Whether you're trying to rationalise 23 packs down to four (which he recently achieved) or looking to introduce increased protection for your product by adopting foam fittings (very much his speciality), Adrian's got you covered.

Please drop me a line if you'd like to initiate a redesign project.

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#### [Shelf Ready Packaging](#)

If you have a requirement for Shelf Ready Packaging and are looking to refresh your range, we have the leading edge technology at hand to support you. We can competitively print, slot, die cut, fold and glue in one pass at high speed.

Please drop me a line by hitting the reply button to arrange an initial consultation.

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#### [Invitation to join us at The Arsenal](#)

We appreciate that time is precious – so why not combine work with a weekend afternoon or a weekday evening by meeting us to discuss your packaging requirements whilst joining us for a metaphorical 'pie and a pint' during a football game in our Executive Box at the Emirates Stadium?

Please drop a line to John care of [jwatson@cpholdings.co.uk](mailto:jwatson@cpholdings.co.uk) to kick off your booking.



### Entertainment corner

A frog walks into a bank and politely asks Patricia (he read Mrs Whack's name on her badge) if he could borrow some money, as he wanted a pad of his own.

The Banking Advisor was stumped; company procedures did not have guidance on whether potential customers needed to be human...she

just didn't know what to do. So, she dug deep and leaned on her other training, asking whether the frog had any collateral and a guarantor?

The frog smiled broadly and put a gold ceramic Argentine thimble on the counter and said: *"This is worth a small fortune and my dad is Mick Jagger."*

The Bank Advisor referred to her boss, who surprised her with the following answer: *"It's a nick-nack Pati Whack, give the frog a loan...his old man's a Rolling Stone."*

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## 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](#)

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