



# Cumberland Packaging Ltd

MANUFACTURERS OF CORRUGATED PACKAGING



## February brings love, pancakes...and packaging

We're a public-spirited crowd here at Cumberland Packaging...which is why we're dropping you a discreet line to remind you that it's Valentine's Day today. If you haven't already picked up a card, some flowers, a PlayStation game (I recommend FIFA 24) or chocolates for your loved one...you still have time.

For our part, we've been working out (i.e. investing in new kit and best practice in manufacturing) to ensure that our customers stay in love with us for years to come. In turn we're leaner, fitter and subsequently enjoying record volumes.



If you're unhappy with your incumbent, why not adopt the spirit of the moment (it was Shrove Tuesday yesterday) and consider metaphorically tossing your supplier aside; try us for a price to inform your decision making - we're hoping to pleasantly surprise you.

**John Watson, Managing Director**



### **What can FSC certification do for you?**

We have our annual FSC audit later this month and thought that it would be an opportune moment to highlight what this certification could do for your business.

Firstly, what is FSC? FSC stands for Forestry Stewardship Council. FSC runs a global forest certification system with two key components; forest management and chain of custody.

This system allows consumers to identify, purchase and use wood, paper and other forest products produced from well-managed forests and/or recycled materials. By adopting the FSC system, Cumberland Packaging is able to assure our customers that the packaging we supply them has been sustainably sourced.

FSC-certified packaging can help you to demonstrate a commitment to responsible sourcing through the use of FSC-certified materials and the application of the FSC labels. Why not literally make a virtue of your packaging by printing recycling and FSC logos to your boxes? Please drop me a line to explore a change.



### **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

To help celebrate Valentine's Day, we're giving away a bottle of Moët & Chandon champagne to the first reader to correctly answer the following three Valentine's Day riddles:

- Which one of Santa's reindeer can be seen on Valentine's Day?
- You can touch me, You can break me, You should win me if you want to be mine. What am I?
- What connects two people yet touches only one?

If riddles are not your thing, here's a sprinkling of Valentine's Day jokes:

How do vampires know if they had a successful Valentine's Day? **If it's love at first bite.**

Why did the dad approve of his daughter's goalie-boyfriend? **He was a real keeper.**

How can you save money on Valentine's gifts? **Become single.**

What did the couple say after they were struck by Cupid's arrow? **"Ouch!"**

Why did the skeleton break up with her boyfriend before Valentine's Day? **Her heart wasn't in it.**

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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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