



**You love our boxes; but do remember that mum comes first**

We're of course restlessly seeking to improve quality, cost and service until it's better still (we have lots to report as you'll see below), as a privately-owned business we firmly believe that our family values should also shine through.

Whilst seemingly running at 100 mph the other day, my mother (who is adorable and formidable in equal measure!) stopped me to insist that we use every opportunity to gently remind everyone we know that it's Mothers Day this Sunday. Those of us fortunate enough to still have our mothers have doubtless already made

arrangements to make sure that mum is properly appreciated this weekend...if not, you might want to make a note to pick up a card / order some flowers / book a table in a restaurant / give her a call for a decent catch up.

In the meantime, it would be my privilege and pleasure to quote for any boxes that we don't supply you. Please just drop me a line with the spec details, and we'll race back with a competitive price and more enthusiasm than you can shake a stick at.

**John Watson, Managing Director**



### **Our thanks and best wishes to Andrew**

After a decade of sterling service in a senior sales capacity, Andrew Reilly is leaving Cumberland Packaging for pastures new. We'll certainly miss Andrew's boundless energy and drive.

Our sales colleagues Jody Adams, Lisa Oram and Paul Braine are in the process of introducing themselves as new account managers to Andrew's customers.

He has been a part of the Cumberland family during a period where we've grown our annual sales from £8 million to £24 million. Having joined the industry in 1994, he leaves with a wealth of knowledge along with our very best wishes and heartfelt thanks.



### **What is the Ethical Trading Initiative?**

The Ethical Trading Initiative (ETI) seeks to improve working conditions in global supply chains by developing effective approaches to implementing the ETI Base Code of labour practice. Cumberland Packaging is proud to support this initiative for the underlying philosophy below (joining companies with a combined global turnover of £166 billion). This has the added benefit of giving our customers additional clout when the major retailers ask if they have a supply chain that is ETI compliant.

- Employment is freely chosen (there are alas 12.3 million people globally who are forced to work for their employers).
- Freedom of association and the right to collective bargaining are respected.
- Working conditions are safe and hygienic.
- Child labour shall not be used (it's heart-rending to note that 218 million children work to support their families, missing out on education and often damaging their health. This reinforces the cycle of poverty).
- Living wages are paid.
- Working hours are not excessive.
- No discrimination is practised.
- Regular employment is provided.
- No harsh or inhumane treatment is allowed.

Few workers have protection against physical, verbal or sexual abuse in the workplace.



#### [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 Mother's Day, we're giving away a bottle of Moët & Chandon champagne to the first reader to correctly answer the following three Mother's Day riddles:

- What relation would your father's sister's sister-in-law be to you?
- Tom's mother had four kids: Nickel, Dime, Quarter, and?
- A mother has six girls and each of them has a brother. How many children are there?

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

"My teenager is mad at me, and it could be because of any of the horrible things I did this morning: stood in the kitchen, poured coffee, stared out the window, said good morning, breathed..."

I don't want to sleep like a baby. I want to sleep like my husband.

"That's it. I'm selling my kid on eBay." "Don't be silly! You made him. Sell him on Etsy."

I asked to switch seats on a plane because I was next to a crying baby. Evidently that doesn't work if the baby is yours.

# 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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