

INVESTMENT AT WESTBURY

UK INDEPENDENT SHEET-PLANT ADDS A NEW JC FLEXPOT ROTARY DIE-CUTTER, AS WELL AS NEW STRAPPERS AND DIGITAL CUTTING TABLE, TO ALLOW FOR INCREASED PRODUCTION CAPACITY.

A REPORT BY DANIEL BRUNTON.



Founded in 1983, Westbury Packaging has been manufacturing bespoke corrugated packaging for nearly 40 years. A family-owned, independent company built on an ethos of customer satisfaction, Westbury Packaging is owned by Ben Tupman, along with his sister, Sophie, having bought the business in 2004.

“We are supplying customers ranging from worldwide brands to the smallest of users; with each one of them knowing that their trade is hugely important to us,” says Ben Tupman, Managing Director. “We’ve always worked to establish great relationships with both customers and suppliers and, as a result of this, we have managed to develop the business to its current position”

JC Plus 1634 PSRD four colour rotary die-cutter



Chloe Brasier, ID Machinery (centre) with Alan Jane, Head of Operations (to her right) and machine operators from Westbury Packaging.



As a result of Westbury's growth over recent years, the company recently moved from the small market town of Westbury; they had been in a 40,000 sq ft site and subsequently relocated to nearby Melksham in 2017, where they now operate from a 60,000 sq ft site. "We simply outgrew the old site, which was a series of

buildings and pretty inefficient," continues Tupman. "Now, we are all under one roof and have plenty of room for expansion."

New Machinery

Since moving to the new factory three years ago, the company has invested in several new pieces of equipment.

"We transferred the majority of the equipment from the old site to the new one," explains Alan Jane, Head of Operations. "However, once we were in, we realized we had such a good amount of space, that we were able to add several pieces of peripheral equipment that allowed some of the line to produce more."

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The company has added two new Mosca strapping systems, for example. On a Dong Fang three colour casemaker, they have added a new TRC bundle strapper.

They have also placed a new UCB strapper that runs behind the SuperNova speciality gluer, giving significant advantages to the plant in terms of pallet presentation.

JOHN BRASIER, SALES DIRECTOR, ID MACHINERY

“One of the older pieces we bought with us – a one colour printer slotter – started to show signs of age and we decided to look at replacing the line,” continues Jane. “We looked at our work mix and decided we would invest in a four colour rotary die-cutter, for several reasons. Up to now, we had been running quite a lot of four colour work, but it meant having to run two passes on the three colour Dong Fang. This is a timely exercise and we realized that if we put in a four colour line, it would free up the Dong Fang to run the volume case work that it is designed for.”

“We looked at several options, but in the end decided on buying a JC flexo die-cutter from ID Machinery, the UK agent for Jinchang,” says Tupman. “We have had a good and long relationship with John Brasier and ID Machinery and he invited us to see a JC installation – in actual fact, one of the first two lines in the UK.”

“We took Ben and Alan to see the machine running at CBS Packaging and they were immediately impressed, especially as CBS had already placed an order for a second machine for their business,” confirms John Brasier, Sales Director, ID Machinery. “Ben and Alan also made a visit to the Jinchang factory in China and seemed happy with not only the build quality, but also the print quality that can be achieved.”

The JC Plus 1634 PSRD four colour rotary die-cutter has a maximum sheet size of 3400 x 1600mm and is equipped with a servo driven lead edge feeder for precision feeding negating the reliance on a mechanical gearbox that can be prone to wear. Vacuum transfer and keyless planetary gears coupled with a board cleaner, chamber doctor blades and IR dryer provides exceptional print quality with



Mosca TRC strapper on the Dong Fang casemaker



Mosca UCB strapper on the SuperNova gluer

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BEN TUPMAN, MANAGING DIRECTOR, WESTBURY PACKAGING

registration of +/- 0.3mm, twin slotting and creasing unit, directly servo driven rotary diecut unit with anvil trimmer and synchronisation, stripper stacker and full computer set.

“The machine was commissioned in late August 2019 and by September, we were starting to produce some really nice work,” confirms Jane. “It is a really intuitive machine and our operators got to grips with it pretty quickly due to their experience they have gained while working at Westbury. With the assistance of ID Machinery and the installation engineers from Jinchang, we feel that we really hit the ground running.”

“Our reasoning behind choosing this configuration of machine has proved fruitful,” adds Tupman. “We have effectively increased the output of the Dong Fang by over 20%, as it now no longer has to multi pass on four colour work. It resulted in a record December for us, with zero overtime needed as well as some excess capacity that we were able to offer out to other plants in the UK.”

Another Line Too

In addition to the JC rotary die-cutter, Westbury also chose to install a single colour mini printer-slotter. Supplied by ID Machinery, the Midas is a single colour machine that handles small box formats, again freeing up capacity on the other two lines.

With a maximum sheet size of 1700 x 600mm, the Midas MD Classic Mini printer slotter features lead edge feeder, one print unit with digital registration, slotting and creasing unit with motorised set and a sheet stacker. Designed to cater for mini boxes, the machine is simple and quick to set and offers quality print and high running speeds.



Midas printer slotter

“We saw a number of used Fury type machines on the market, but when John offered a new solution for virtually the same cost, it was a no brainer”

Sample Table

To add to the company’s increased production capability came the need to increase the number of samples it

could produce. “We’ve also invested in the design department and added the latest DYSS digital cutting table,” says Tupman. “We needed a machine that was versatile and could offer a high level of output and the machine from AG/CAD is certainly delivering on that. Customers have been impressed with how fast we can now turnaround samples prior to production.”



AG CAD DYSS cutting table

“AS A LEADING BOX PLANT IN THE REGION WITH MODERN CONVERTING EQUIPMENT AND SYSTEMS, WE’RE ABLE TO LEVERAGE ECONOMIES OF SCALE AND MAINTAIN HIGHLY COMPETITIVE OPTIONS FOR OUR CUSTOMERS.”

ALAN JANE, HEAD OF OPERATIONS, WESTBURY PACKAGING

Established Customers

“When I joined Westbury Packaging, we were cost estimating with paper and calculators and scheduling was done on a black board,” says Tupman. “In 2000, we installed the Abaca suite. Since then, we have grown from a turnover of £1.8m and expect to hit the £9.5m mark in 2020.”

“Using Abaca’s Portal is a great way for our sales team and senior managers to keep up to date with what work is scheduled each day and progress on current orders,” he continues. “Having visibility of the system on your phone or tablet is really useful. The

new App that Abaca has launched recently is a great tool, especially for me and the sales managers – having direct access to the system through a smartphone is excellent.”

Strong Outlook

“As a leading box plant in the region with modern converting equipment and systems, we’re able to leverage economies of scale and maintain highly competitive options for our customers,” explains Jane. “All of this is underpinned by our well trained crews who know just how important the finished product is and why we need

to ensure the highest of standards in supply. With the installation of the new machinery, we have seen the operators really step up and take pride what they are producing. They want to get the best out of the new machinery and the performance statistics since installation have been most impressive.”

Tupman concludes, “Following the latest £750,000 investment in machinery and systems, we are committed to improving the overall performance of Westbury Packaging and securing our place in the marketplace.” ■