

Brewing attention-grabbing and protective beer packaging for Woodforde's

Based in Woodbastwick, Woodforde's is a large Norfolk brewery nationally renowned for producing award-winning craft beer. Founded in 1981 - and named in honour of Parson James Woodforde's, an 18th-century clergyman - Woodforde's has grown into a well-known brewery that now supplies beer and cider to pubs, bars, and restaurants across the UK, as well as directly to consumers.

Saxon Packaging (part of the Smurfit Westrock Group) first worked with Woodforde's back in April 1999, and they have been a valued partner of ours for over 25 years. Since then, we've produced a range of different beer packaging solutions for the brand, embracing change and growing with the business along the way.

Make customers 'hop' to attention

Woodforde's challenged Saxon Packaging to craft shelf-ready packaging (SRP) that would truly make their award-winning beer the superstar of supermarket shelves. They were after a design that was not only eye-catching and bold but also had the power to instantly command customers' attention as they strolled past. Aiming to carve out a stronger presence in the bustling supermarket arena, Woodforde's needed packaging that would disrupt the visual landscape of crowded retail environments, drawing the attention of beer-browsing shoppers and convert the casually curious into committed customers.

Ale-uring aesthetic appeal and a dash of durability

We crafted custom beer boxes for 8 x 500ml, striking the perfect chord between functionality and visual flair. The solution is both durable and striking, offering protection while considering the needs and expectations of both the business and its customers.

By enhancing the durability of the packaging, we have reduced the chances of product damage and waste. This not only saves Woodforde's the costs that come from damage-related waste, but also enhances customer satisfaction, adding to the perceived value of the ambitious brand. This improved customer experience increases the likelihood that customers will share their positive interactions with the brand across their social networks, both online and in real-life. This is important as **87% of people** now use social platforms when making a shopping decision (Modern Retail).

A toast to tweaking brew-tiful artwork

We worked closely with Woodforde's to refine and optimise their artwork for flexo printing. Together, we conducted a press pass to ensure the boxes looked exactly as they wanted. Colour matching and recreating their branding across different machines can be a challenge, but this process allowed us to make sure it was perfect before finalising the design. The result is stunning three-colour flexo printed packaging that looks as good as their products taste and allowed us to showcase our flexo printing capabilities.

But that's not all. One year after Woodforde's initial orders, we revisited and enhanced this packaging solution by switching to a 'waste-based board' for their boxes. This new material is better able to withstand moisture, a crucial feature as the team found



that, as the bottles were being packed damp straight off the bottling line, condensation was affecting the integrity of the original boxes. With this upgrade in material, the packaging more effectively met Woodforde's needs, ensuring the beer reached its destination in perfect condition.

Brewing up sales and memorable customer experiences

Through fit-for-purpose beer packaging, Woodforde's has significantly improved the customer unboxing experience and minimised product waste due to damages, all while remaining true to the essence of the brand. The boxes are not only visually striking and robust, but are also kind to the planet, catering to the growing consumer expectation for 'green' packaging solutions. Attractive packaging plays a crucial role in boosting brand visibility and appealing to the senses. Since switching to our eco-friendly and durable beer bottle boxes, Woodforde's have seen their order value double from 2021 to 2023, a testament to their business growth and success.

Adam Futter, Business Development Manager from Saxon Packaging reflects: "This project was an exciting one for Saxon Packaging and is a great example of working closely with our customers to tackle their packaging challenges together. We worked with Woodforde's to fully understand their packaging needs and struggles and helped them to navigate them with our sustainable packaging solutions."

Woodforde's are equally pleased with the outcome, with Chris Fuller, Marketing Manager saying: "We're delighted with our new beer box design. The Saxon Packaging team took our existing boxes and transformed them into something better, prioritising durability and aesthetics. Even when we had a problem with moisture, the team quickly found a solution that works even better than we could have hoped."

If you're in need of brand-boosting beer packaging, **get in touch** today!

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)