



**“The CVP does exactly what was promised. It packs products in the most economically, environmentally friendly and protective way – at high speeds.”**

Will Todd  
Director and Part Owner of  
Global Freight Management Hersden

## Requirements

Eliminate manual labor constraints to enable business expansion

Scalable automation for the packing of a diverse range of items

High speed packing to match global demands

Secure shipping packaging to eliminate product damages

## Challenges

Global Freight Management Hersden Ltd (GFM) is a highly successful international logistics business in the UK. From a 120,000 sq ft warehouse in Hersden, Kent, the global logistics services company picks, packs, and dispatches orders to both trade customers and direct to consumers across the world.

However in 2020, with the explosive growth of ecommerce, the management team quickly realized their highly manual packing operation was a constraint on further expansion of the business.

**Let's talk  
about  
automated  
packaging**

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“We were limited by the fact that there were only so many people that you could get to work in a given space, for so many hours, to pack product,” says Will Todd, director and part owner of GFM. “We realized that we needed to introduce a level of automation to our packing processes if we were to gain the additional capacity required to take on new clients and develop the business.”

In addition, for their largest client, Hornby Hobbies, the integrity and quality of the outer packaging was of critical importance, as many of their highly sought after toys and models are purchased by enthusiasts and collectors. A crumpled corner or a scratch to the varnish can be a big issue.

## Solution

While investigating automation options, GFM had a few important considerations in mind. Could automated packaging deliver the precision and care for the product? Would automation deliver the speed, throughput, and productivity levels required to future-proof the business?

Their solution came in the form of Sparck's CVP Impack, an advanced automated packaging system capable of tailor making a box approximately every 7 seconds. At the

end of July 2020, Sparck's engineers delivered and installed the CVP Impack complete with a twin feed for both 23.6 and 39.4 inch cardboard to reduce off-cut waste.

“As we are shipping out every order in a box made precisely to the optimum size for the order, we are now using less cardboard – probably around 30% less – which is good from both an environmental and cost view point,” says Todd. “And as the boxes are right-sized, that means fewer pallets of boxes being shipped, less trucks on the road, and lower emissions – which again brings cost savings.”

The CVP Impack has also freed up labor resources for other tasks, giving greater flexibility across warehouse processes – all part of the business expansion plan. “It's performing brilliantly. You can't get much faster in terms of packaging performance and that gives us the capacity to take on more clients,” says Todd, who is enthusiastic about the machine's capabilities and the potential it offers the business.

## Benefits

**A streamlined  
packing process  
with high throughput  
performance**

**Around 30% less  
corrugate usage due  
to a fit-to-size box**

**Less damages to  
shipped goods**

**Fewer pallets of  
boxes, less truck loads  
and lower emissions**

