

# Right-Sized Packaging for a Future-Proof Business

“ 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 labour 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.

“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.”

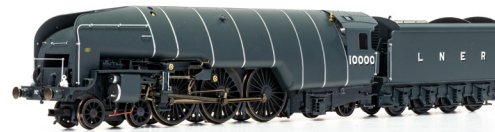
In addition, for their largest client, Hornby Hobbies, the integrity and quality of the outer packaging was of critical importance, as many of their highly sought after toys and models are purchased by enthusiasts and collectors. A crumpled corner or a scratch to the varnish can be a big issue.

## 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 Impact, an advanced automated packaging system capable of tailor making 500 fit-to-size corrugate parcels

Fewer pallets of boxes,  
less lorry loads and lower  
emissions



30% less  
corrugate usage

Less damages  
to shipped goods



per hour. At the end of July 2020, Sparck's engineers delivered and installed the CVP Impact complete with a twin feed for both 600 and 1,000 mm cardboard to minimize 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 lorries on the road and lower emissions – which again brings cost savings.”

The CVP Impact has also freed up labour 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.

## GFM BENEFITS

When GFM added the CVP Impact Packaging Solution to their fulfillment process, they saw:

- A streamlined packing process with high throughput performance
- Around 30% less corrugate usage due to a fit-to-size box
- Fewer pallets of boxes, less lorry loads and lower emissions
- Expanded capacity to take on more clients
- Less damages to shipped goods