

New light weight 5 litre bottle from Esterform

Up till now, Esterform's range of 5 litre bottles has included a lightweight, round bottle, and a very robust, square 5 litre bottle at a heavier weight. However, a new lightweight version of the square 5 litre bottle has now been specifically designed to combine economy and performance.



The top load and general filling performance of the new bottle is suitable for automated filling lines; while the aesthetics support optimum shelf display.

The bottle has already been approved by three spring and mineral water companies in Europe, and sales are expected to increase rapidly in the future.

Sales grow dramatically at Esterform

The months of May and June this year have been the most successful ever in the lifetime of Esterform Packaging.

The volume of preforms and bottles produced and sold, primarily for the water and soft drink sectors, have been significantly higher than at any other time in their history. The current sales forecast strongly suggests that this trend will continue for the rest of the financial year.

PET resin prices increased on three occasions in the last four months. In support of their customers, Esterform temporarily absorbed the last price increase, rather than passing it on to their customers. This was in recognition of the critical pressures on those customers in the supply chain.

The company is confident that Esterform will continue to be the fastest growing independent PET converter in the UK, growing at a rate of up to 20% a year..

A seal of approval from the British Retail Consortium

The Institute of Packaging (IOP) and the British Retail Consortium (BRC) have joined together to develop a challenging new standard for food packaging. To achieve the standard, a packaging supplier must :

- Have in place a formal Hazard Analysis System
- Document their Technical Management System
- Control factory standards, products, processes and personnel

Twelve months ago, a number of Esterform’s key accounts, all supplying the retail multiples, urged them to achieve the standard. In response, as a highly customer focused supplier, Esterform prepared and executed an action plan to achieve this.

Esterform is one of the first PET converters in the UK to achieve this exacting new standard. The Evaluation Report from the certification body singled out a number of areas for particular praise. These were:

- Excellence as regards documented

technical management systems

- The standard of the building for food production
- The commitment of the site management team to the standard

Food packaging is an important part of a lengthy supply chain. Many years ago, the Tenbury site was one of the first PET converting operations to attain ISO 9001.

Continuous improvement is a critical factor in achieving an effective quality management culture. This culture has supported Esterform’s drive to attain the new the standard.

As a result, Esterform can now offer reassurance to their direct customers as regards the hygiene and safety of the packaging that will ultimately reach the consumer..



The symbol that confirms conformance with the stan-

Product Round-up: The juice & dairy sector

Historically, packaging of juices and nectars in the UK has primarily been in

Standard range



Fluted style



Prima style



Square style

board, HDPE and glass. However, in the premium chilled sector, wide necked PET bottles are now a frequent choice for packs of up to 1 litre in size. The same dynamics have also introduced single serve dairy beverages to the chill cabinet. These too are often packed in wide neck PET bottles.

From the point of view of PET

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People at Esterform

Personnel

Changes since the last newsletter include two new shift supervisors, Steve Harris and Neil Cooke-Edwards, who have been appointed recently. Steve has been at Tenbury for five years; Neil, however, only joined one year ago.

In addition, as the result of a new apprenticeship scheme, Jamie Taylor has now almost completed his first year at Esterform. As part of the scheme, Jamie has been studying for his NVQ Level 2 at the Aspire Centre in Tenbury. From information received from the Aspire Centre, Jamie is doing very well, and should

pass with flying colours. Our picture shows him being presented with a Vernier measuring tool by Engineering Manager Nigel Stocker in recognition of his hard work while studying for the qualification.



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Family Matters

The birth rate may be falling in the rest of Britain—but this certainly not the case at Esterform!

Our picture shows four charming recent arrivals (in

order of age)—to whit Master Sam Wright, Miss Florence Tyne, Master Thomas Reeves, and Miss Grace Cooke.

At least one more happy



event is imminent—so watch this space!

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bottles this is very much a niche market. Absolute demand is very small, in comparison with the key PET market sectors of water and soft drinks. However, it is a niche that Esterform Packaging is ideally suited to supply.

The Esterform range of 38 mm and 34 mm neck bottles and preforms is now extensive, and bottle production is at record levels. This sector is a focus for development and investment at Esterform, and will continue to be so in the future.



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New household and DIY bottles in the Esterform range

The latest range of car care bottles from Esterform come in brilliant colours—and are intended to enhance the presentation of Hagman's car polish products.

The versatile 28-410 neck on the bottle allows a range of suitable closures to be used.

Another development in Esterform's household bottles,



PET bottles for car polish

is the 38 mm neck on their 2 litre pinch grip white spirit bottles for the Simplic child resistant closure.

Stop Press

To help extend capacity in a critical area, one of Esterform's existing blowing machines has now been converted to run 500 ml 38 mm neck bottles.

The additional capacity provided, plus the high output on the main blower for 38 mm bottles (see page 2) are helping respond to the demands of this very dynamic market.