



LOOKING FORWARD WITH CONFIDENCE

The last 12 months have been very difficult for the world wide economy and we have seen the effects of this at first hand in our own UK and export markets.

Fortunately, the core customers we serve in the food and beverage industry are the ones least affected which means we have not suffered the catastrophic sales volume losses experienced by some sectors of the economy.

On the contrary, by working hard on our own costs and service levels Viscose Closures Ltd continues to perform well.

The company has come through many difficult times since its inception in 1902 and, once again, the people at Viscose Closures are demonstrating their qualities and playing their part in helping their customers to weather the latest storm.

Bill Cartwright
Managing Director

CIDER PROMOTION

Viscose Closures are supplying crown corks to Westons Cider for a major consumer campaign in support of their best selling Premium Organic range.

Three and a half million bottles will each be fitted with a gold crown carrying an individual promotional code. The code is printed on the inside of the crown beneath a clear liner. These codes can be entered into a dedicated website and will allow customers to obtain gifts, raise money for The Wildlife Trusts or provide traditional apple trees for community orchards.

'We looked at a variety of ways to include a promotional code with our bottles,' commented Melvyn Dickinson, Marketing Manager for Westons' and concluded that using printed crowns was the most efficient, secure and cost-effective method. Viscose Closures did a magnificent job for us in supplying the crowns speedily to meet our deadline for this innovative promotion.'



HOLY COW

Viscose Closures are pleased to be supplying heat-shrink sleeves to an entrepreneurial newcomer to the table sauce market. Oxford based Holy Cow Food Co. has initially launched three 'serious sauces' which have already been accepted by Asda for nationwide sale.

The three chilli sauces - Madras Hot Mint, Goan Extra Hot Lime and Himalayan Hot Garlic - are packaged in glass bottles with eye-catching labels and are protected by a gravure printed black tamper-evident sleeve supplied by Viscose Closures.

In addition to gravure printing, Viscose Closures can also offer both flexo and u/v flexo printed sleeves which are ideal for tamper-evident protection, promotional packaging and full body label sleeves.



FLASH SLEEVES FOR CANDEREL



Viscose Closures have been supplying decorative shrink sleeves to Canderel, the UK's no.1 low calorie sweetener, for a number of promotional campaigns which they have been running over the last few months on their granular jars. These have included price-flashed packs, a pack incorporating a free tablet dispenser and twin packs.

The current twin pack promotion uses 40 micron PVC film gravure printed in three colours. The heat shrink sleeve bands together two 75g jars and incorporates a price flash and bar code.

'Since we started using Viscose Closures to sleeve our promotional packs, we have been very happy with the service they have provided', said Paul Furlong, Head of Sales Distributor Channel UK & Ireland. 'They have been particularly helpful with the creation of artwork for us and have delivered quality sleeves quickly which is essential when you are looking to run promotions.'

MORE GOOD NEWS

Viscose Closures have recently begun supplying heat-shrink capsules to Devon based Braham & Murray for use on their range of GOOD Dressings. Part of the GOOD family of products and made using home-grown cold pressed hempseed oil, the salad dressings are a good source of Omega 3, 6 and 9.

Viscose Closures' capsules are 46mm diameter by 50 mm height, are printed in a customised silver and in black respectively, and incorporate a horizontal tear strip.

'We have used Viscose Closures before to supply both caps and closures for other GOOD products,' commented Caroline Thompson-Hill, GOOD Brand & Marketing Manager, 'and we had no hesitation in asking them to supply closures for this new range.'



LEMON AID

Viscose Closures have supplied capsules for Gran Stead's Ginger's new Traditional Still Lemonade. Sussex based Gran Stead's has built up a large and loyal following for their Non-Alcoholic Ginger Wine for which Viscose Closures has been providing capsules for a number of years.

Traditional Still Lemonade has been launched in response to calls from customers thirsty for a refreshing alternative to fizzy drinks, and this too will benefit from a capsule from Viscose Closures. The 31mm x 55mm heat-shrink capsule is a gloss yellow with black print and features Gran Stead's outline as a recurring theme. Artwork for the capsule was created by Viscose Closures.

'I have been a customer of Viscose Closures for some years,' says Chris Knox, part of the family team which owns Gran Stead's, 'and have always found them extremely helpful. I am delighted with the look of the new capsules which enhance our new bottled lemonade.'

Stunning Sleeves – for bottles, cans and pots
Matchless Machines – to fill, cap and cork.

Colour-Matched Caps – in metal or plastic
Fabulous Foils – PVC, poly laminate and aluminium

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