



CASE STUDY

BADGER SETT FOR SUCCESS WITH KOSME

June 2008

Hall and Woodhouse is a huge success in the beverage industry. Having started in 1777, it is now one of the market leading premium brewer of bottled and cask ales. Based in Blandford, Dorset, Hall and Woodhouse is still the largest family owned brewer of premium bottled ales in the UK. Under its well respected brand name of Badger, it produces some of the country's most delicious variety of ales, from the traditional character of Badger First Gold to the quirky essence of Fursty Ferret.

Hall and Woodhouse remains an independent family company owned and run by the fifth generation of the Woodhouse family. They also have a growing pub estate with over 260 tenanted and managed houses stretching along the South Coast from Devon to Kent.

As Hall and Woodhouse has continued to grow so has the bottle ale market. In 2000 there were 50 million bottled ales sold, in 2008 it is expected to grow to 130 million bottles, a 160% increase since 2000 and today nearly one in five households buy bottled ale.

To keep up to date with changing drinking demands and attitudes, in June 2008, after detailed consumer research, the company launched a distinctive new bottle for its range of award winning, traditional bottled ales. With a new shape, new label, light-weight glass and embossing, the innovative bottle was launched to improve the style and shelf presence of Hall & Woodhouse's premium bottled ales and to meet the demand of loyal and new consumers.

Toby Heasman, Hall and Woodhouses Brewery Manager comments, "The new bottle provided the opportunity to bring together consumer research, environmental factors, suppliers and packaging operations. By doing this it has been possible for all the stakeholders to get a benefit from the project."

Working with WRAP throughout the project, Hall and Woodhouse's new bottle is taller and slimmer so it looks contemporary and far more elegant on the table or in

the hand. The company reduced the weight of the bottle to 300g, which has resulted in a reduction of 1,500 tonnes of glass packaging waste per year, the equivalent of 1,100 tonnes of CO2 saved, which is about the same as taking 340 cars off the road.

The new bottle design combines heritage with elegance and the new embossed bottle emphasises the premium reputation that Hall and Woodhouse strive to achieve. Furthermore, the company has included some distinct features including the words 'Dorset Ales' and 'Real Character' as embossed messages to encompass the very essence of what Hall and Woodhouse is all about.

However, by altering the shape and reducing the weight changed the integrity of the bottle, a new problem arose with labelling. Hall and Woodhouse still wanted to label the front, back and neck of the bottle, however the new taller, lighter bottle had to maintain the new premium brand and a highly accurate labelling machine was needed. With ever growing demand, production could not slow down, so the labeller had to be fast, efficient and sensitive enough to cope with the lighter bottles.

Hall & Woodhouse called upon Kosme UK, leading supplier of high quality turnkey filling, labelling, packaging and conveying machines, to help solve their difficult labelling problem. Kosme UK, part of Krones, specialises in bespoke packaging solutions and prides itself on its problem solving.

After careful deliberation, Kosme specified a modular wet glue labeller, which benefits from a digitally spotting bottle system. As a result of research into cutting edge technology, this Kosme machine can automatically provide outstanding precision to labelling bottles thanks to its unique optical centering system allowing the labels to be placed at exactly the right place enhancing the brand reputation.

Bottle alignment by means of a camera system is a key component for exact bottle alignment. This system is ideal for pinpoint labelling accuracy to any pre-specified position. The camera system senses the raised spot on the bottle and aligns all the labels around this spot, ensuring complete accuracy.

The modular machine can easily be converted to perform a number of functions using interchangeable attachments, which means essentially one combination machine can perform the role of several independent machines.

Production speed at Hall and Woodhouse is currently at 300 bottles a minute, however the Kosme labeller can work faster.

Toby comments, “We are pleased with the work that Kosme did throughout the installation and commissioning of our labeller. Also within the contract, we requested an after sales service. This was closely linked into training our operators and craftsmen by Kosme technicians”.

Because Kosme UK works closely with their engineering colleagues in Italy, Kosme UK’s team all have extensive training and experience of the machines they work on and access to the very latest diagnostic and fault-finding equipment and software. Kosme offers maintenance contracts to all customers, ensuring that an engineer visits the customer either monthly or bi-monthly to identify if any parts need replacing ahead of time to prevent breakdown or downtime. Many companies benefit from this service as they use this time for the engineer to teach additional operators to use the machine.

Toby continues, “We also utilised support from Kosme’s head office in Italy, which was organised through the UK service team, this was beneficial to us. We have been extremely pleased with the whole process, the bottles were changed over seamlessly and the project was completed on time and in budget”.

Hall & Woodhouse is celebrating new sales records for several of its Badger premium bottled ales, since the launch of its distinctive new bottles in June. Fursty Ferret is still the fastest growing top 50 ale brand in supermarkets, up 63% in volume year on year. Tanglefoot in bottles is now growing at over twice the rate of the bottled ale category as a whole, up 16% in volume year on year.

For further details on Kosme UK bespoke services please call 01283 523713 or visit www.kosme.co.uk

ENDS

Notes to Editors

Kosme UK is a leading supplier of bespoke, turnkey filling, labelling, packaging and conveying machines for the packing and bottling industry. Working with customers, from comprehensive design, to project management, Kosme’s goal is to fully satisfy the most demanding of packaging and bottling requirements. The company also offers extensive, on-site technical support and servicing with a dedicated UK team and parts for a rapid response to customer needs.

Kosme UK is an independently run part of the Kronos Group, in close working partnership with Kosme's research, development and manufacturing facilities in Italy.

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