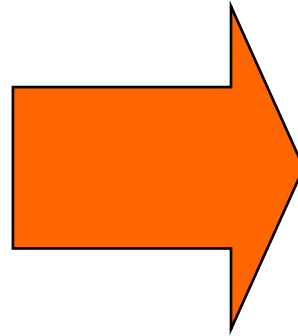


**Volumes grew 30% /annum
for 5 consecutive yrs..**



Fast food market taking off in UK:

- *Already No 2 supplier but old product range*
- *No flexible shift system*
- *Heavily Unionised manual ops*
- *Very little investment*



Strategic Assessment showed...

- *Need to introduce new hot and cold paper cup range importing US tech*
- *£8m investment required over 5 yrs*
- *Total redesign necessary of work patterns, overtime, call in*
- *Switch away from packer grade to Technical Operator/Mechanic*
- *Shop floor management , communication and training programme designed*
- *Downtime and preventive maintenance became hourly priorities*

Devised and implemented Strategic Plan to treble output over 5 years and become No 1 in the market

*Introduced McDonalds Coke /Shake cups
Premium coffee cups plus banquet rolls and table covers*

Automated factory and warehouse with state of the art packaging machinery, robotics, pallet handlers, AGVs replacing 90% of packers

Trained 4 engineers in best practice Lean manufacturing in USA

Implemented machine by machine downtime collection and problem solving

After 18 months negotiations introduced 4 x 12 hr shift 24/7 working