

Packaging Optimisation

The Packaging Optimisation Newsletter: Spring 2010

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Best Practice at Green Isle Foods

Green Isle Foods is part of Northern Foods plc, a large UK food manufacturer, and has grown to become Ireland's leading manufacturer of frozen food products. Green Isle have manufacturing sites in Naas, Gurteen, Portumna and Longford.

Through the years Green Isle have removed all corrugated board from their Goodfella's frozen pizzas finished goods packaging, demonstrating a highly optimised packaging environment within Green Isle Foods.

The finished carton height was reduced from 46mm to 44mm while the board grade used was also reduced by 29% (Old Board weight of 63.5g (350gsm) reduced to 45.4g (245gsm)). This was made possible by the baling of their pizza products in groups of eleven using stretchwrap. The amount of stretchwrap itself has been reduced by 50% per pizza.

This new layout resulted in upto an extra 60 pizzas per pallet. This change has also led to a more efficient pallet stacking pattern which allows more product per container load, while at the same time increasing the strength of the car-



Double Stacked Pallet loads

tons, thereby raising quality standards. Maximising usable heights by doublestacking pallet loads has removed 26 wooden pallets per container load. This initiative has also helped to remove approx 850 Tonnes of material per annum from being placed onto the market and has resulted in 4.5% less containers on the road.

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Old Pack Format



New Pack Format