



Case Study

DS Smith is the perfect catch for Young's Seafood

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DS Smith reduces Young's Seafood pallet movements by 26% and delivers sustainability throughout its entire supply chain.

Young's Seafood Limited is the UK's number one fish and seafood processor, supplying frozen and chilled, own-label and branded fish.

Young's is committed to reducing the environmental impact of its operations and turned to DS Smith, its packaging and supply chain partner, to develop a sustainable packaging solution to help the business reduce its carbon footprint.

Stuart Caborn, Chief Supply Chain and Procurement Office at Young's Seafood Limited said: "Our distribution operation requires the handling, storage and movement of thousands of products which in turn requires a lot of packaging. Our main challenge for DS Smith was to design a packaging solution which reduced our environmental impact whilst improving logistics and distribution efficiency."

DS Smith applied its PackRight approach, which looks to optimise the production and efficiency of its customers packaging, by reviewing each touch point in the supply chain. The traditional b-flute corrugated packaging used by Young's has now been replaced by DS Smith's R-Flute® product, which offers a superior print surface, enhanced appearance, machine line efficiencies and logistics savings, particularly time and cost savings in the handling, storage and movement of inbound packaging.

Stuart continued: "DS Smith has worked with Young's Seafood for more than 20 years, and has always demonstrated its commitment to providing excellent service levels and delivering innovative solutions. This latest design enables our operations to stay lean and operate in a sustainable way by reducing our carbon emissions."

R-Flute® has been intensively developed to provide better packaging in a wide range of FMCG and Retail Ready Packaging applications, and has led to significant reductions in energy, carbon and transport fuel for Young's Seafood.

Mick Thornton, UK Sales Director, DS Smith said: "We wanted to ensure we could achieve Young's request to become more sustainable through an improved packaging solution. We worked in partnership with them to develop an innovative and effective solution that meet their needs.

He continued: "DS Smith care about more than just the supply chain - we work with customers like Young's Seafood at every part of the supply cycle to establish where packaging can be made more sustainable and in turn reduce costs."

The design of this new packaging hasn't compromised on strength or performance. Results include: up to 26% reduction in pallet movements, more packs per inbound delivery, 6% increase in vehicle load utilisation, a contribution to a 10.5% reduction in transport related carbon emissions per unit and significant efficiencies in warehousing and transport. Young's also benefits from the packaging being made of FSC accredited materials.

A major supplier to UK retailers, Young's Seafood Limited is home to Young's, the UK's leading frozen and chilled fish brand. The company has been supplying fish for more than 200 years and has a passion for continuous improvement and sustainability in all areas of its business.

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Notes to editors

About DS Smith:

DS Smith operates in over 36 countries and employs around 26,000 people. Using the combined expertise of our four divisions – Packaging, Recycling, Paper and Plastics – we work with customers to deliver solutions that reduce complexity and deliver results throughout the Supply Cycle. For more information, visit www.dssmith.com.

DS Smith is Europe's leading supplier of recycled corrugated packaging. Our comprehensive product range includes retail ready packaging, transit cases, consumer units, packs printed for gift and POS applications, and heavy duty packaging for industry. DS Smith's European network of manufacturing plants services thousands of customers, from multinationals to local businesses.

Using PackRight®, our unique way of working, our highly-skilled people work closely with customers to specify packaging that achieves real results. Typically, our customers achieve increased sales, reduced costs and managed risk at every stage of the Supply Cycle. For more information, visit www.dssmith.com/packaging.