

**27%**

**Sales growth  
(thank you!)**

**12%**

**As exports to 11 countries.  
And growing.**



**New UK factory**

## Hello from Aegg

If you're visiting Packaging Innovations at the NEC this February/ March, come and visit us at stand C25. Or, if you're heading to Hotelympia in March, come and chat to us at stand 3626. You'll be able to:

- Meet new members of our expanding team, including our Export Manager, Olivier Chereau;
- View our range of exciting food brands we are working with;
- Find out about the 2018 launch of our new UK production facility;
- Chat to us about miniAegg (smaller quantities of Aegg product from one box upwards) – ask us about a 25% discount!
- Set up a meeting with us (we have an on-site meeting room at Packaging Innovations).

 **The future of branded and inspirational packaging**  
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**We would love to see you.**

## New UK manufacturing facility set to launch this year

We are well into our £2.7m investment programme to launch our new 60,000 sq feet manufacturing facility in the coming months. The Suffolk-based factory will meet expanding demand for our UK and export services for PS, PET and PP food pots and bowls. We will also be creating 50 new jobs at this production facility over the next 2 years. Customers will benefit from new and energy-efficient manufacturing technologies, plastic and green material initiatives as well as Brexit-driven exchange rate changes. If you are interested in being shown around our new facility later in the year, please do get in touch with one of the team...





# Aegg Expands into Overseas Markets

Although the UK is still the core market for Aegg's business, we are experiencing rapidly growing demand for our products overseas. From a standing start in 2016, exports now comprise 12% of total revenues with Aegg supplying to 11 countries globally, including North America, the Middle East and Australia.

We believe that there are several factors which are driving overseas growth:

- **Brexit:** As confusion continues over the prospects for the UK so sterling continues to be weak versus other currencies. With Aegg's new manufacturing facility set to launch in 2018, this is likely to result in additional European-based customers utilising our UK manufacturing base to secure increased value for money products.
- **Quality Products:** The feedback from our new Export Manager, Olivier Chereau, is that the overseas markets really like the quality and design of Aegg's products, which is resulting in growing overseas orders.
- **Changing overseas markets:** Olivier also states that some overseas markets are changing. For example in France, the culture is starting to shift gradually from baking at home to a growing ready-made food market, creating new opportunities for plastic packaging.
- **Growing markets:** Demand from the airline market is growing for Aegg's plastic dessert pots.

If you are interested in exporting Aegg products to overseas markets, please do get in touch with the Aegg team...



Oliver Chereau

## Aegg increases its expertise

Aegg has welcomed Export Manager, Olivier Chereau, to the team, in line with our increasing exports and company growth. Olivier has more than 20 years sales export experience within retail/ food service as well as with food manufacturers, with his previous role at Plastico, managing their European sales division.

Oliver said **"I am very excited to join Aegg and to help them grow throughout continental Europe, boosting market share and launching new lines with continental food manufacturers."**

Come and meet Olivier at our Packaging Innovations stand!

**We will also be creating 50 new jobs at our new production facility at Eye, Suffolk, over the next 2 years. Watch this space...**



Aegg's PET tulip pots

# Aegg and the Environment

**Hardly a day passes without a major retailer or large brand owner making a statement about reducing their reliance on single use, crude oil derived plastics. Iceland has been particularly bold in committing to become the first major retailer globally to eliminate plastic packaging from all its own label products by the end of 2023.**

We are approaching the whole environmental matter in a comprehensive way at Aegg. In our view not all plastics are the same. And plastic is too important to humanity to do away with it (try having hospital treatment avoiding its use). We think that plastic will be around for many more years, though in recycled and bioderived forms. Hence we are looking at the opportunities presented by rPET, bioPET and PEF (polyethylenefuranoate – a 100% bio-based and recyclable polymer).

This month we have been looking into the opportunities provided by The Plastic Bank. This is a Canadian not-for profit organisation that is gaining considerable interest in its work in stopping ocean plastic by creating secondary markets for recycled plastic in developing nations.

Responsible plastic initiatives are not the only environmental avenues that a company should be concerned with. We see great value in the Marks and Spencer vision of the 'healthy supplier' and so we are looking to reduce consumption of all resources. At our new manufacturing facility at Eye, Suffolk we are:

- Using the government-managed ETL (Energy Technology List) for selecting energy-efficient plant and machinery,
- Installing LED lighting throughout,
- Installing energy efficient independent water cooling for each of our moulding machines.

# Reflections and Predictions

2017 was an incredible year for Aegg, not just with a 27% turnover increase, but also through its investments into a new factory, creating 7 new jobs as well as increased environmental, market-intelligence, product and materials development projects.



For the industry as a whole during 2017, Aegg observed the dominance of Brexit negotiations and environmental concerns. UK manufacturers with export facilities were able to capitalise on Brexit-driven currency rates whilst many of the large retail groups announced their longterm environmental strategies with a huge shift towards recyclable materials.

Looking forward to the rest of 2018, environmental considerations of plastic use will still be key, for example Recyclability by Design will become a more prevalent tool in retailer product listing and product development decisions. In terms of retail, Aegg recognises the increasing trend for reduced portion sizes driven by increasing dairy costs and holding recommended selling prices, the premiumisation of desserts as well as the growth of defined chiller space for 'free from' foods. To read the full article, go to [aegg.co.uk/news](http://aegg.co.uk/news)

## Aegg Installs New Customer Centric Systems

Aegg has implemented a new customer relationship management (CRM) system. Putting our customers increasingly at the heart of our business is the key to our future success. We are developing seamless processes so that the status of interactions with our customers is visible to the whole Aegg team, wherever in the world we, or they, are. As well as enhancing our customer service and engagement, the new CRM system will increase the productivity of our business as we grow.

Our customers will benefit from this system too. We will have an even greater understanding of our customers and how they like to buy from us. We will be able to anticipate future needs, making processes more seamless, faster and efficient so that our customers get exactly what they need, when they need it.

## About Aegg

We create pots, bowls and ramekins for UK, European and global food manufacturers and brand owners. Besides our ranges of off-the-shelf products, our services include design conceptualisation, tool making, pot production and delivery to your factory gate. Most of our work is in plastic, but not exclusively so.

We have UK and overseas manufacturing facilities so that we can take best advantage of movements in exchange rates and raw material prices, available production capacity and technical expertise.

Off-the-shelf products are available in box quantities (the miniAegg range) or pallet quantities (the Aegg range). Please download range brochures from [aegg.co.uk](http://aegg.co.uk)

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