

Marden Edwards, founded more than 50 years ago, is leading in the development, design, manufacture and supply of fold wrapping and packaging machinery. Over 10,000 overwrapping systems have been manufactured in their UK factories and supplied into more than 150 countries worldwide. A complete range of tuck and fold overwrapping machines cover a wide range of applications for a variety of products, formats and performance. ➔



**“The demand for sustainable and recyclable packaging materials is at its highest levels.”**

**GARY THICK, *COMMERCIAL MANAGER AT MARDEN EDWARDS***

**W**ithout doubt packaging is changing, the demand for sustainable and recyclable packaging materials is at its highest levels. Packaging materials aside, our clients are demanding versatile and flexible machinery with reduced lead times, faster operation and minimal downtime between product changes. We are meeting these challenges with the numerous machinery innovations incorporating the latest technology available. Five-minute product changes are achievable on the Marden Edwards range of overwrappers and rapid return on investment is also crucial for our clients.

COVID-19 has been a challenge for all of us and our clients are constantly evaluating their method of packaging to ensure the consumer maintains their confidence in the product. Over-wrapping delivers this confidence, whether it is via BOPP film, cellulose film or a paper wrap material by providing additional protective and secure

barrier for the product.

Sustainability is very important, it's a high priority for our customers, as well as for us as a manufacturer. We are in continuous dialogue on material options available for tuck and fold overwrapping machines. From recyclable heat sealable paper to cellulose films. We work with the material suppliers in the development of the materials to enable seamless start up in production lines. In one recent application, the company's overwrapping technology enabled a confectionary manufacturer to move from lower quality shrink-wrapping to higher quality - and biodegradable - film or printed paper over-wrapping. Not only did this significantly improve brand loyalty, it also delivered a 50% saving on film costs and a 90% reduction in energy usage on the machinery - offering an immediate operational pay-back.

With the large focus on sustainability, reducing the carbon footprint is another topic of discussion with our customers, we can advise on how to save on total annual material consumption by using a thinner gauge of materials, reduce waste materials in production lines and conversion to alternative materials, numerous small percentage gains can result in significant savings overall. Digital engagement is becoming increasingly necessary to connect with our customers, we offer online live video machinery sign offs as well as increasing our technical support over digital media, with remote access to machinery software systems and in person technician training, all helping us to provide a world class service for our machinery.

