



AUTOBAG HELPS ANTONY ROWE SATISFY END CUSTOMER NEEDS WHILST CUTTING COSTS AND REDUCING LABOUR REQUIREMENT BY 40%

Antony Rowe Ltd, one of the UK's foremost manufacturers of hard and paperback books, faced a challenge from one of its customers who wanted to reduce the amount of money spent on distributing a weekly law journal in envelopes.

The Problem

The customer was attracted to the concept and cost of bagging and Antony Rowe experimented with several options to see which suited both the customer's and their own requirements.

Company	:	Antony Rowe
Product	:	Law Journals
Machine/material	:	AB 180 with mailbag film

Formerly, the packaging process involved manually inserting the journals into envelopes, a process which was heavy on manpower and relatively slow.

The Autobag® Solution

The Chippenham based company turned to Automated Packaging Systems (APS). After a visit from the APS representative a demonstration was arranged to see the benefits of the system and Antony Rowe purchased an Autobag AB 180 bagging system shortly afterwards.

Presently the journals are inserted into the pre-printed Autobag bags, manufactured using Autobags mailbag film, and the paper labels adhered by hand whilst on an out-feed conveyor linked to the AB 180.

The new system is already realising improved productivity and has met the customer's request to reduce mailing costs.

The Result

Antony Rowe's **Digital Manufacturing Manager, Mike Cox**, is pleased with the initial results. He said: "*Productivity has improved but our aim is to link the Autobag equipment with our existing automatic labelling system, and then we will reduce manpower used in the process by around 40 per cent when it's completely in-line.*"

The company, part of the CPI Group, also produces and distributes a wide range of printed materials. It is presently expanding and relocating its production, warehousing and fulfilment facilities, which will create further opportunities for savings in its packaging operation in the future.

Mike Cox concluded: "*Thanks to Autobag our customer has benefited from the savings in envelope purchasing and is pleased with the product being used.*"



A CASE STUDY IN THE BENEFITS OF AUTOMATED PACKAGING

