



## Autobag increases productivity, improves presentation and eliminates need for paper labels, reducing costs for Lush

Lush is a progressive company formulating, manufacturing and selling fresh, handmade cosmetics worldwide, utilising natural ingredients such as organic fruit and vegetables, essential oils, honey and herbal infusions.

### The Problem

Company	:	<b>Lush</b>
Product	:	Handmade cosmetics
Machinery	:	Excel™, Precision™

With 50 shops in the UK and over 80 other locations throughout the world, Lush has ambitious plans for 1000 shops within the next five years. In order to meet current demand and planned future demand requirements, Lush wanted to look at ways of increasing daily production targets, speeding up their packaging operation, whilst at the same time improving the visual presentation of its gift products.

Products had been previously packed into flat bags and labelled by hand by large numbers of seasonal staff employed to meet demand. The use of seasonal staff from agencies was not only expensive, but also created issues with product consistency. The current packaging process was laborious and consumables for the existing thermal wax printers, which used paper labels, was also proving to be very expensive.

### The Autobag<sup>®</sup> Solution

The company was referred to Automated Packaging Systems by one of their suppliers and an Autobag<sup>®</sup> Excel with a Precision thermal transfer printer was installed at their manufacturing base in Poole, Dorset.

The machine is used to bag soaps, bubble bars, bath ballistics and massage bars and because of the flexibility of the Autobag system Lush is able to use small, medium and large bags-on-a-roll, as required, switching from one type to another with the very minimum of disruption. The desired product code is then located on a computer, which holds all the data required for printing, the label is then printed as part of the bagging process.

### The Result

The whole packaging process itself has also been simplified as items are now placed on top of the bagger or on worktops next to the machine and then dropped individually into the bags, which then fall into a box beneath the machine which significantly speeds up the packaging time.

**Sharon Etherington, Gifts Production Manager** at Lush, said: *"The presentation of the product gives a much more professional appearance to our gifts range and we have eliminated the need to purchase or print out stickers and all the associated costs. We are also using far less ink in our printers."*

*"We are currently undertaking a timing exercise to determine the total increased efficiency and savings that we have experienced by using Autobag."*



A CASE STUDY IN THE BENEFITS OF AUTOMATED PACKAGING

