

Vision Consulting Group deliver a unique value proposition – Q1 2017

Vision Consulting Group (VCG) offers full-service marketing support to UK and global industry leaders. Stephen Lloyd recently completed an exciting project for Americk Packaging; their new Packaging Innovation Centre. An "industry first" which encompasses a multi-substrate, multi-category Packaging Centre of Excellence.

The Brief: To design and fit a new dedicated innovation facility offering an impressive group resource to be located at their Wigan plant. The Innovation Centre covers all divisions of Americk Packaging which has recently been acquired by Saica Group.

The design is centred around the desire to offer leading grocery brands and retailers access to a facility that enhances the new product development process. In turn delivering competitive advantage. VCG assisted Americk in developing a value proposition for the centre. Working with internal staff and senior managers and managing the relationship with selected supplier Nimlok.

Americk Packaging's key point of difference in an industry where innovation has become a prerequisite, is their ability to produce multiple packaging sample mock-ups including a variety of labelling concepts, carton profiles and a vast flexible portfolio. Offering retailers, brand owners and manufacturers the opportunity to visit the Wigan operation. At the time of the project Americk Packaging consisted of 6 manufacturing sites spread across the UK & Ireland until its recent acquisition by Spanish owned Saica Group.

The results: Click the link to view the [360° video walkthrough tour](#)



Think Tank – Explore Ideas



Design & Create - Studio



Present Market Insight



Meet and Video Conference



Digital Print



Cut & Create



Analyse Performance



Hot Desk & Display

Take a tour - Click the link to view the [360° video walkthrough tour](#)

Scope of Work: The project duration from start to finish was November 2016 to February 2017 VCG managed the initial scoping sessions and identified potential suppliers with the client. 3 companies were invited to tender for the build project and several equipment suppliers were identified with trials conducted by Stephen Lloyd. The results were collated and analysed to select the best tools for the job.

Given the output from the centre would typically include fully designed and printed sample mock-ups on any packaging substrate. The equipment list included Apple Macs with design software a Roland digital printer, Zund plotter table with CAD software, light box, meeting room facility with video conference, interactive screen and an impressive presentation suite.

VCG pulled together the brief and project plan which included both functional requirements, equipment and process considerations. This resulted in a logical workflow to meet the target customers requirements. Innovation Centre clients include big brand clients from the food, drink and household industries.

A visionary project our creative input was critical to the success of the project as the aim was to provide a unique, comfortable and engaging environment.

Testimonials: Former **CEO of Americk Packaging Patrick Doran** commented on VCG's contribution; "Stephen Lloyd has provided valuable strategic and tactical support to the business. Delivering several key projects for us including a rebrand exercise that pulled our 6 existing sites together under a single identity. This included a revamp of our website which has generated regular online enquiries and a consistent level of traffic. This latest example demonstrates his micro-management approach on the Innovation Centre project resulted in the market leading facility completing on-time, within budget and most importantly gave us a high quality well equipped innovation proposition."

The project design and build supplier **Darren Cardew Nimlok Operations Director** added. "I worked with Stephen on the design and construction of a large customer experience centre in Wigan, from the initial brief, right through to final installation and testing of the project. The project had multiple stakeholders, all with very high expectations, so I didn't envy Stephen's need to satisfy all involved!

Our designers, project manager and site team worked closely with Stephen throughout. It was clear that his attention to detail and ability to act as a vital conduit between the client (Americk Packaging) and both ourselves (acting as Principal Designer) and Clovemead (Principal Contractor) resulted in the project finishing bang on time, and on budget.

Regular site meetings were organised and chaired by Stephen; any issue flagged along the way were dealt with swiftly. His knowledge of the industry also impressed us and we wouldn't hesitate in recommending him."

Promotion: VCG produced and co-ordinated several promotional tools for the business and sales teams to use to generate interest. Including a press release, sales presentation and a video walkthrough.

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Questions: If you have any questions about this example or wish to discuss a similar project contact Stephen Lloyd directly. Click <http://visionconsultinggroup.co.uk/contact/>

Images were commissioned and provided by Nimlok