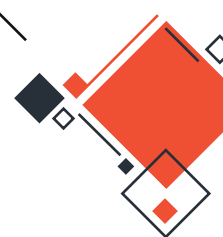
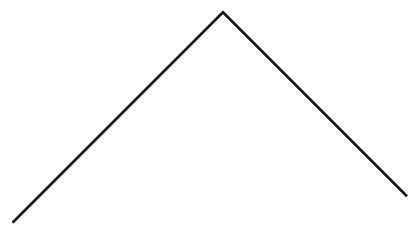


Castle[®]
The complete package



CASE STUDY
OVERVIEW

L'ORÉAL

L'ORÉAL

"We've been able to reduce our spend on shrinkwrap by almost 50%."

Dave Potts, Order Prep Manager at L'Oréal



Shield Nano Stretch Film is a market leading, high quality, high-performance stretch film available for machine or hand application. Due to the 33, 55 or 67 layer nanotechnology, our stretch film is thin but strong and highly stretchable, enabling you to make huge savings and plastic reductions compared to conventional films.

Only top-grade polymers are used to make Shield Nano film ensuring that the film is consistent, highly puncture and rear resistant, giving you peace of mind that as your pallets enter their journey, whether it be on land, sea or air, that the goods will be safe, stable and secure.

CASE STUDY | L'Oréal



Save Money & Reduce Costs



Increase Pallet Load Stability



Consistent Film Quality



Reduce Plastic Waste



Reduce CO₂ Emissions

CLICK OR SCAN

TO WATCH VIDEO



L'ORÉAL
**mind your
back**

Castle
The complete package

Dave Potts is the Order Prep Manager for L'Oréal at their Trafford Park site which is responsible for two of their four divisions; consumer products & cosmetic active. They were challenged by the business at the beginning of 2020 to remove plastic consumables wherever possible and where not possible to try and reduce them.



L'Oréal's Questions

L'Oréal realised that pallet wrap made up the majority of their plastic use. 230,000 pallets are dispatched each year from the Trafford Park distribution centre.

L'Oréal felt that they had never really looked to see if the wrap they were using was the correct thickness and whether they're using too much or too little.

So L'Oréal contacted Castle to have a full pallet load stability review so their questions regarding improvements could be answered.



The Results

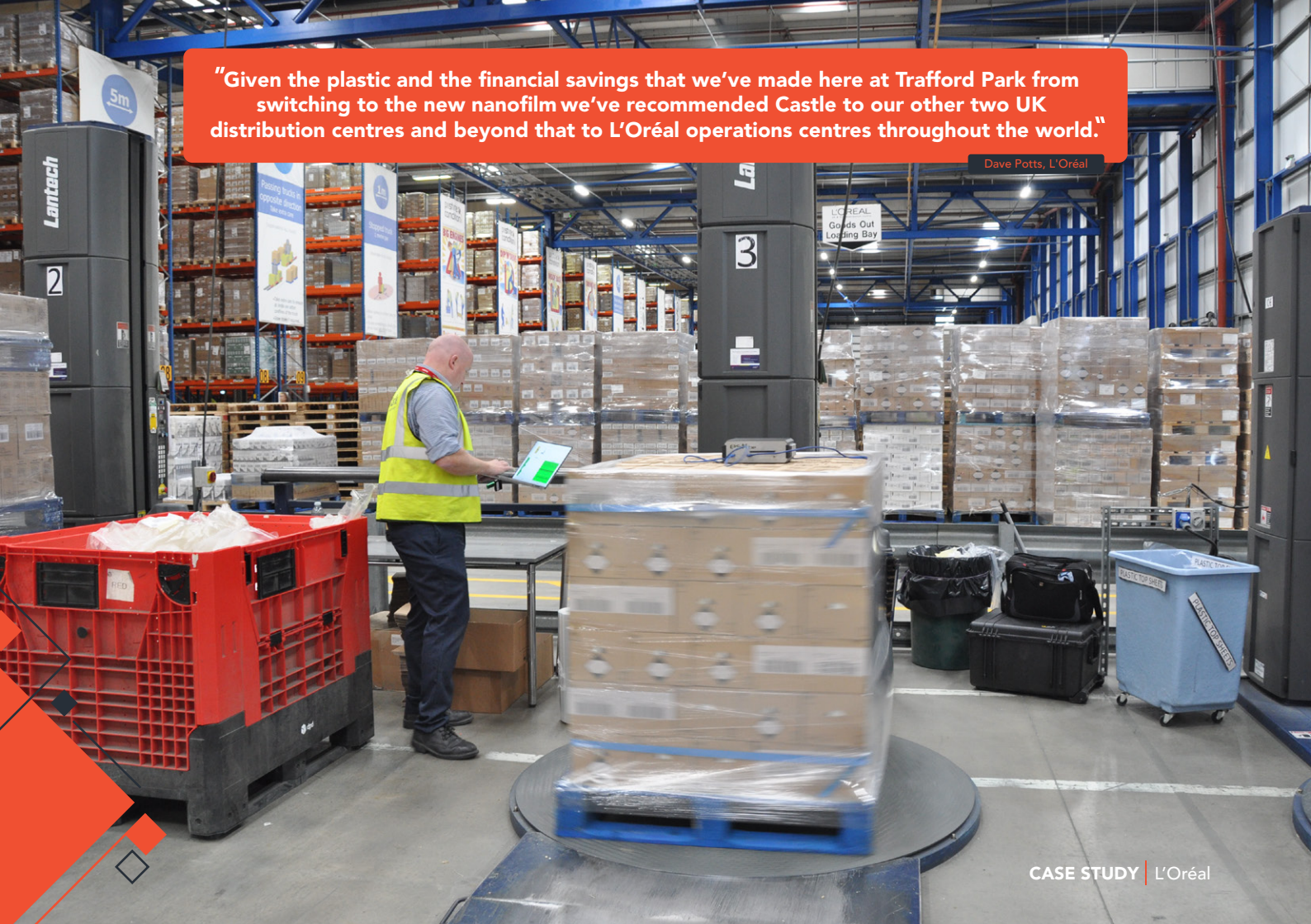
After the analysis L'Oréal decided to choose the Shield 10 micron nano pallet wrap.

They were previously using a 15 micron wrap from their original supplier so straight away there was a 33% plastic saving by switching to the Shield Nano.

Because of the film properties and further analysis that Castle carried out, the 10 micron film was able to stretch a little bit further and the final plastic saving was around 50% or 13 tons of plastic per year.

"Given the plastic and the financial savings that we've made here at Trafford Park from switching to the new nanofilm we've recommended Castle to our other two UK distribution centres and beyond that to L'Oréal operations centres throughout the world."

Dave Potts, L'Oréal





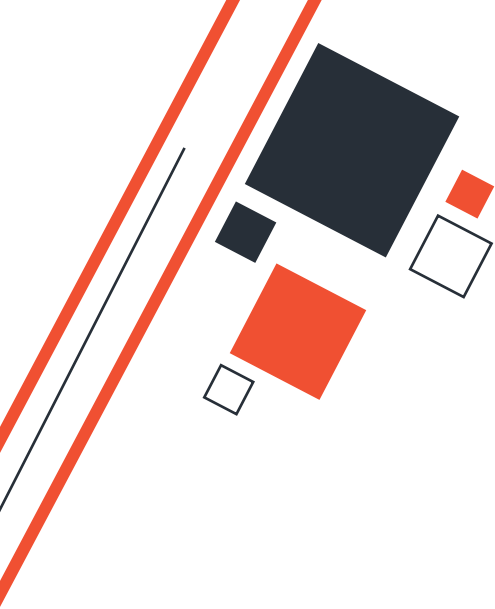
Benefits

The other benefits that L'Oréal have seen from switching to the new nanowrap are an improvement in consistency; so all of the rolls that turn up are of great quality. Dave commented that there have been no faulty batches and most importantly from a cost perspective they've been able to reduce their spend on shrinkwrap by almost 50%.



"They were a pleasure to deal with, they came with a great price and they delivered the goods really quickly."





Would You Recommend Castle?

“I’d recommend Castle for a few reasons. Firstly, the load stability assessment that they offered to us without any commitment to purchase. This gave us the confidence that switching wraps would mean no adverse impact to our customers.”



Ongoing Relationship

“Castle gave us their commitment to keeping us up to date on any advances within this sector including any biodegradable materials, increased recycled content so that we as a company can keep reducing plastic.”



A BRAND OF





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L'ORÉAL
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