

New brand leads the way for Manor, ACH and Lee

East Anglia based packaging manufacturers, Manor Packaging, ACH Corrugated and Lee Packaging, together with their integrated design service, Lee Creative, have recently re-branded their group as **Fencor Packaging**. A move designed to further their credentials as one of the UK's leading independent corrugated packaging manufacturers.

The group currently operates as a complementary combination of four manufacturing sites, supporting each other with specific operational strengths and producing a broad range of corrugated boxes, point-of-sale displays, printed packaging and pallet boxes.

Fencor Packaging's David Orr said, "The creation of the group brand will give the group much needed direction and a call to action. We have an solid reputation and we are well resourced allowing us to operate on a different level to other sheet plants. Not only can we provide full design capabilities for every type of packaging imaginable, we can assure our customers of high levels of service consistency in their dealings with us."

The recent re-branding exercise has included fresh logos across the group and a new website. The site gives a defined visibility to the group's capabilities and should, believes Orr, make a good impression on both regular visitors and those new to the group.

The brand creation follows the successful merger of March based Brimur Packaging with its sister company, Manor Packaging in October 2009.

Fencor Packaging Group's offices will be co-located with Manor Packaging in Peterborough.

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