

CASE STUDY:

Responding to a crisis: Sealpac UK & Partners offer extra support during Covid-19

Situation

The outbreak of COVID-19 caused a huge amount of uncertainty, and had a dramatic impact on consumer buying habits and on the food industry's workforce. In March 2020, consumer priorities changed massively, as there was a tendency to panic buy and begin stockpiling supplies. Frozen and canned foods, as well as other non-perishable items were in greater demand than ever before.

In addition to having to adapt to the new wave of demand, food manufacturers were coping with labour shortages. The UK food industry currently relies on the labour of non-UK nationals. Since the announcement of Brexit, foreign nationals are returning to their countries of origin, and the appearance of COVID-19 only exacerbated this migration.

Self-isolation protocols also makes approximately 10% of the remaining workforce unavailable at any one time. This has forced food manufacturers to rethink production configurations in order to comply with social distancing regulations. These factors placed a major strain on the UK food industry to keep the nation fed.

Solution

To ease the strain, Sealpac UK & Partners provided extra labour to our customers who needed it most.

- 10 weeks of engineering site support to one of Britain's leading food production companies, to keep production lines fully running.
- Through After-sales service contracts, our customers had access to our team of service engineers across the UK. We responded to crisis to ensure everyone remained operational.
- Designed our machinery with the long-term in mind, which is why 95% of our tray sealers sold since 1996 are still in use today

Results

100% of our customers were able to adapt to new consumption patterns and rose to meet this new wave of demand. None of our competitors can say the same.



Find out more about our exceptional customer care at www.sealpac-uk.com or call us on 0845 302 3056

Units 1-3, The Concept Centre, Innovation Close, Poole, Dorset BH12 4QD

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