

Global Underground case study

Co-packing services



Customer profile

Global Underground is a music label founded in 1996 in Newcastle Upon Tyne.

The name *Global Underground* refers to a series of electronic music compilation albums which reflect the performances of various DJs in venues around the world.

Challenge

Being based in the North East of England, Global Underground strive to work with regional partners wherever possible, so contacted MCR Services after looking for local co-packing solutions on Google.

The music label had a contract packing project for a well-known DJs limited Collector's Edition 2xCD box set.

The Berlin album by Patrice Bäumel included a 110-page photo book containing images of Berlin and 4x12 inch square art prints, all contained in a sleek box.



Solution

We received all of the components (CD, posters, photo book and box) for the project and were tasked with creating 300 box sets in total.

Every box had to have the components packed in the same order, and then individually shrink wrapped using our heat shrink wrapping machine.

The shrink wrapping would give the limited edition box sets more security and keep them clean.

Once boxed, MCR Services organised the prompt delivery of the box sets to the Newcastle office and to the worldwide distributor in France.



“ From initial contact right through to delivery of the box sets, MCR's customer service was outstanding.

The team were happy for me to visit them on-site and see my project underway which was reassuring and really demonstrated their expertise in this line of work. ”

Andrew Archer
Label Manager, Global Underground