

# Heathline Commercials Ltd

## Co-packing services



### Customer profile

Heathline Commercials Ltd repair and service vans, buses, HGV trucks and horseboxes. The company operates from a purpose built workshop in Cramlington, on a shared business park with sister companies Moody Logistics and Haulage, and MCR Services.

### Challenge

As the company evolves, servicing more and more businesses in the North East, Heathline Commercials needed to improve the organisation of 'tagging' keys to make it clear for staff working on the various vehicles day-to-day.

Having used brown card and thread tags for years the company opted for something a little more durable - a keyring by which they could also advertise the brand.

MCR Services were therefore tasked with inserting branded paper prints into re-openable keyrings. There were 500 in total.



### Solution

The team at MCR Services were provided with A4 sheets which needed to be carefully cut using a guillotine to create the correct size for the keyrings.

Logo side facing down, the team made it easy for the staff at Heathline to quickly take off the removeable window and input the vehicle model, colour and registration number.



“ MCR Services turned our project around so quickly. It was something that we just couldn't allocate time to do ourselves, but the keyrings are such an improvement on the organisation of all incoming vehicles to the workshop. ”

Galvin Cape, Engineering Director  
Heathline Commercials Ltd