

Heathwick Ltd

Re-labelling services



Customer profile

Heathwick is an importer, distributor and brand builder of unique beverages.

The company's belief is that a truly good beverage should make you stop what you are doing and pay attention, with a team who pride themselves on hunting out what new beverages have potential and spotting gaps in the market.

It began importing the Fordham and Dominion American craft beer brands back in 2011 and continues to grow its portfolio.

Challenge

MCR was recommended to Heathwick by Double Maxim Brewery and were impressed with the teams level of service after reading the brewery's case study.

Heathwick had taken in stock of four different Fordham American ales along with Dominion Black Cherry Soda, all of which required correct UK expiry dates.

Therefore every bottle and can needed the correct label added as did the outer cartons.

With just under 20,000 units to label, the team at Heathwick needed an external supplier to help them turn the job around quickly.

Solution

MCR Services was supplied with the labels by Heathwick, adding an expiry to the base of each of the 11,232 cans of American ales.

The team also added the expiry label to the side of each of the 7,776 soda bottles.

Once labelled, all beverages were packed back into their boxes which were then also labelled clearly with an expiry date.

Working this project around another, the team managed to complete this task in just under a week, ready for Heathwick to collect.



“ We had confidence in handing the job to MCR Services based on the glowing report from another brewery. The team were easy to deal with and made the process effortless for us from delivery of the goods right through to the collection. I now know where to come for any rework services should we need it again. ”

Graham Richardson, General Manager
Heathwick Ltd