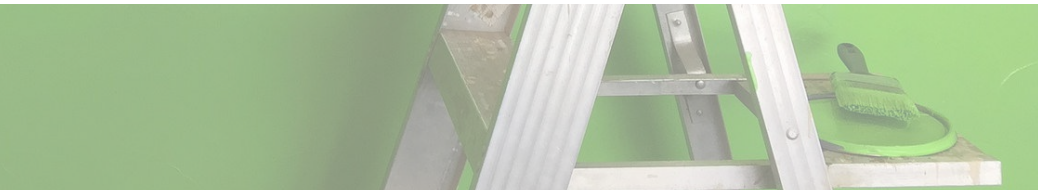


Nûby

Co-packing services



Customer profile

Nûby is one of the UK's leading baby brands, designing and manufacturing products to make both parents' and kids' lives easier, happier and more colourful.

The baby brand offers multiple product categories covering soothers, bottles, cups, teething, and toys, tableware, bibs, grooming, and bath toys.

Nûby creates high-quality products, topped off with a playful, colourful touch.

Challenge

Nûby's Santa Surprises Christmas boxes are one of the company's long-standing success stories, that include age-appropriate gifts to the value of £52, but retail at £24.

With the huge uplift in online shopping during the pandemic, Nûby realised it was running out of capacity to prepare the Santa Surprise boxes in-house at their headquarters in Boldon Business Park.



Solution

Nûby needed up to 18,000 Santa Surprises boxes creating to match and hopefully surpass last year's sales.

It involved placing a range of surprise gifts into age-appropriate boxes, one from birth upwards and the other 12 months and over.

The boxes were then wrapped and transferred to pallets ready for distribution.

MCR Services utilised the services of sister company Moody Logistics and Storage to take on the dedicated transport to Nûby's Southampton distribution centre.

“ Last Christmas we realised we were running out of capacity in-house to perform the packing functions and took the decision to outsource to MCR Services.

We are pleased to be working with MCR Services, something that allows greater production flexibility and capacity, whilst continuing to benefit the North-East economy.



Helen Curran, Marketing Director
Nûby

