

BEATSON CLARK

high level service in
unique feature pieces

Company profile and update

Being at the forefront of the glass manufacturing industry is one thing, but maintaining this position for more than 250 years is another. But this is what Beatson Clark has and is doing. In this article, the company gives us an overview and example of how it works with its clients – also on limited editions.

COMPANY PROFILE AND UPDATE

Charlotte Taylor



Dean Arey



Company profile and update

MORE THAN 250 YEARS OF HISTORY

Beatson Clark has been at the forefront of the glass manufacturing industry in the UK for over 260 years. Through the industrial revolution and two world wars, the company has managed to not only survive, but thrive, for over two centuries.

Beatson Clark was founded in 1751 in Rotherham, South Yorkshire and turns over GBP 50 million per year. The company spent the first 200 years manufacturing glass bottles for the pharmaceutical indus-

try. Although it remains the UK's largest manufacturer of pharmaceutical glass bottles, Beatson Clark made a pivotal decision in the 1980s to diversify into the food and beverage markets.

Increased and expanded production

This was a turning point in the company's history. Not only did it provide the opportunity to

increase product output, but it also allowed them to expand into new and bigger markets. The food sector, which contributes GBP 28 billion to the UK economy, is now Beatson Clark's largest market, generating much of its revenue.

THE PRESENT DAY

Beatson Clark is one of six glass manufacturing companies remaining in the UK. It is not the biggest, with a team of 350 people, but Beatson Clark certainly punches above its weight in terms of output, producing over half a billion units per year and with a factory capacity of 145 thousand tonnes.

Beatson Clark remains on the original site in Rotherham 260 years on, a point which the company is particularly proud of. The Rotherham plant has six and eight-section double gob machines, which means Beatson Clark is capable of running relatively small production runs compared to its competitors.

Developing completely unique products

Charlotte Taylor, Marketing Manager at Beatson Clark, said: "Our size makes us more flexible and we are able to create products tailored to our customers. We pride ourselves in being agile and responsive, and because we offer smaller production runs than other manufacturers, and innovative services such as embossing on finish moulds, we're able to work with smaller-niche brands to develop unique, high-quality products.

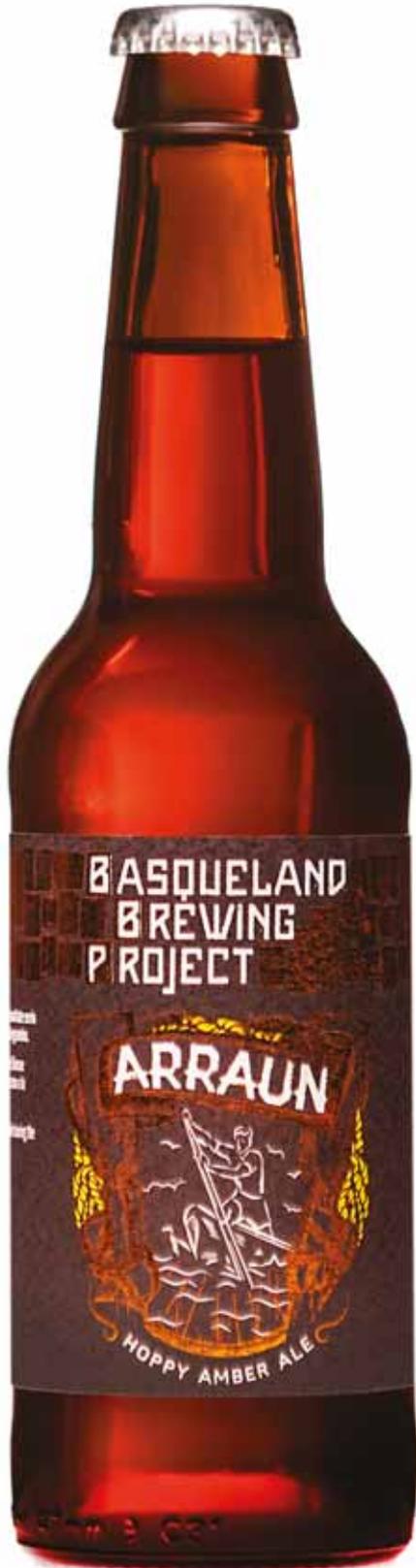
"We've found that most customers aren't looking for off-the-shelf designs – they want packaging that reflects their brand, and which will make their product stand out in a competitive market."

The company has an in-house design team which works with



customers to develop the design of their glass containers before they are produced in the glassworks.

“A lot of customers walk through our doors with an idea of what they want,” said Charlotte. “In most cases, they



want something that is completely unique. Our designers work with them to make their vision a reality.”

This strategy is working well for the company. With the growth of new start-up businesses, Beatson Clark’s personal service and customer-centred approach appeals to companies looking to challenge the market with new and different products.

WORKING ON LIMITED EDITIONS

This high-level service has attracted the business of many identifiable brands in the food and drinks market including BrewDog and Very Lazy.

In October 2016 Beatson Clark announced its contract to work on a range of limited edition bottles for BrewDog, a Scottish craft beer company. The brewery contracted Beatson to design and manufacture glass bottles for its Abstrakt range of beers and high strength Hopshot beer, described as 'boundary pushing beers'. Beatson Clark and BrewDog continue to work together today.

In a highly competitive marketplace for food and drink, Beatson Clark has found

that more brands are looking for different ways to stand out. Over the past decade, the glass manufacturer has increased its services for additional decoration on the containers they make, and the most popular decoration is embossing. It also offers spray coating to change the colour of the bottle and screen printing - the modern alternative to labelling. Printed crowns also continue the branding message for its drinks customers.

IN-HOUSE DESIGN TEAM

The in-house designers at Beatson Clark have won awards for their designs. As well as offering over 250 standard products in both white flint and amber, they work with 3D CAD systems to deliver over 30 new designs every year.

One of these new designs was created for the Very Lazy range of products. Very Lazy, which produces a range of ready-chopped ingredients including garlic, chili and ginger, approached Beatson Clark about updating their packaging.

Using the latest sculpting software, Beatson Clark's in-house design team created a new 8oz square jar with the Very Lazy logo embossed on two sides. The new jars went on the shelves in March this year.

Nine out of every ten bespoke designs Beatson Clark produces includes unique embossing. From logos, names to slogans and patterns, many of Beatson Clark's customers enhance their containers with quality decorations to make them completely unique.

Beatson Clark's highly experienced in-house design team is headed up by Dean Arey.

Dean commented: "Advances in technology have revolutionised what we can now achieve with embossing, and using the latest sculpting software means that



COMPANY PROFILE AND UPDATE

the results are better defined and easier to manufacture.

IMPORTANT INVESTMENTS

Beatson Clark's services have evolved and changed in line with market requirements and expectations. The company has invested GBP 20 million in new equipment and software over the past decade to maintain its excellent customer service record and standard of quality products.

Earlier this year, the company also announced the news of a further GBP 2 million investment in new equipment, installing a new amber bottle making machine and upgrading the forehearth.

Improvements to the forehearth will enhance glass homogeneity, delivering better quality glass to the machine which will produce high-quality bottles and jars using the latest technology. The new machine was installed to keep up with the growing demand in the beer bottle industry.

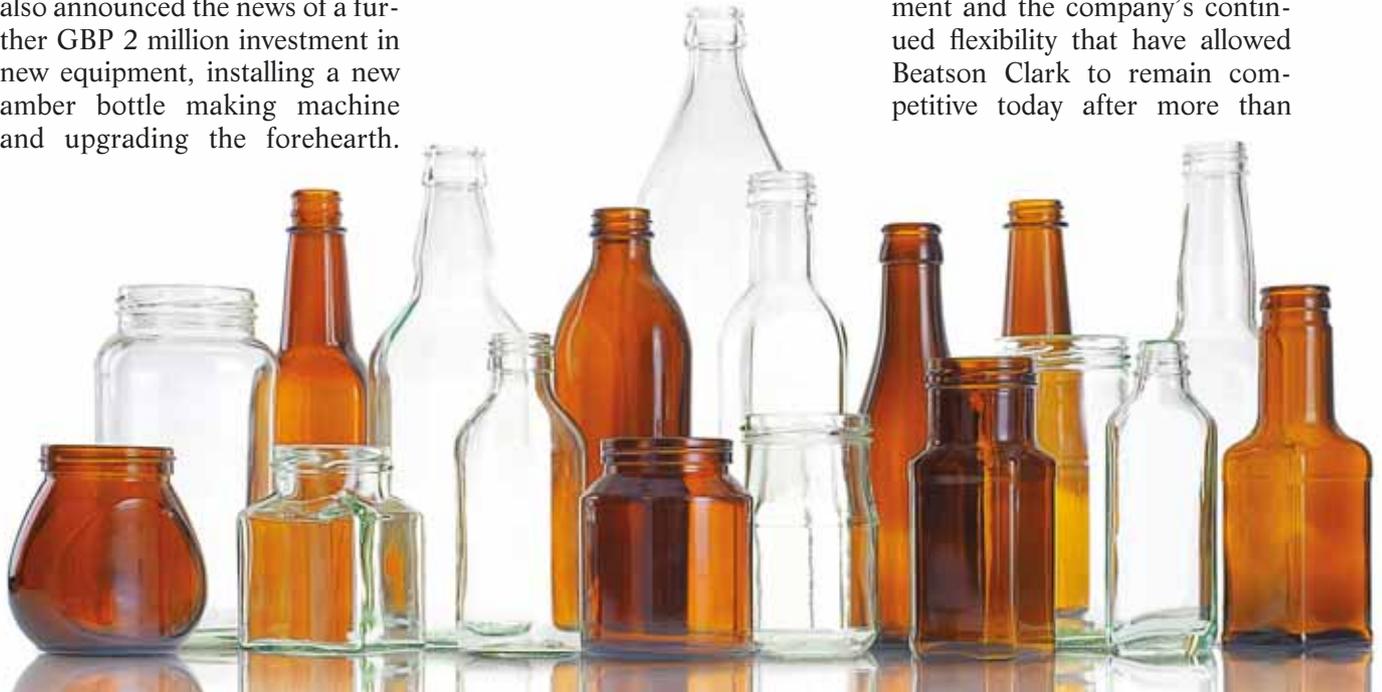
The company also has plans to install two new Tiama MX4 inspection machines, a high-tech innovation which will use light sensors to check for smears, splits

and wall thickness in the glass.

Beatson Clark prides itself on providing the best customer service, which is why it has also invested in a QAD Enterprise Resource Planning System.

New strapping facilities were also recently trialled and installed at Beatson Clark's glassworks in Rotherham. The new advanced method of strapping the pallets will significantly reduce the de-palletisation time for high speed lines.

Ultimately, it's this investment and the company's continued flexibility that have allowed Beatson Clark to remain competitive today after more than





two and a half centuries in the business.

What has made the company so successful is its ability to diversify and offer a tailored service to its customers. Its reputation within the industry is second to none and its experience is why some of the biggest, most recognisable brands in the food and drinks market continue to use Beatson Clark time and time again. ■

BEATSON CLARK 

DELIVERING THE DIFFERENCE

BEATSON CLARK LTD

Greasbrough Road
Rotherham - South Yorkshire S60 1TZ
United Kingdom

Tel.: +44 - 1709 - 828141

Fax: +44 - 1709 - 835388

E-mail: sales@beatsonclark.co.uk

www.beatsonclark.co.uk

