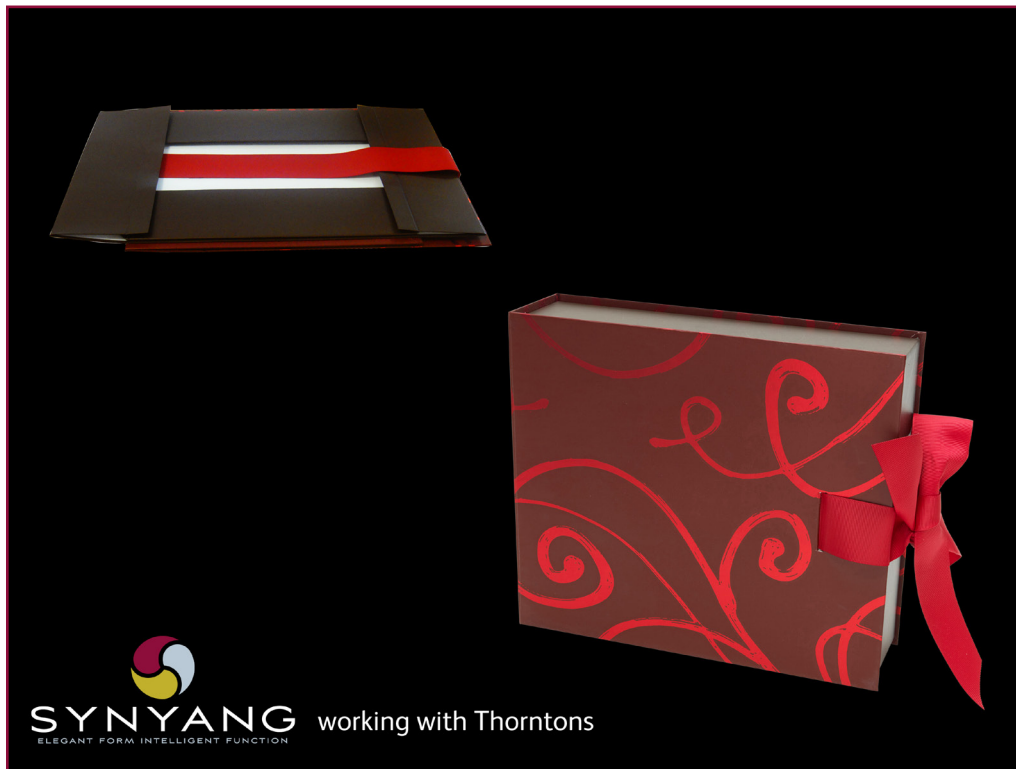


PRESS RELEASE:

SynYang provides rigid collapsible box solution for Thorntons



A rigid collapsible box is the latest innovative packaging solution from SynYang, based in Leicester UK and Shenzhen China, which is helping to reduce logistics costs and carbon footprint for Thorntons.

Thorntons was looking for a way to retain the overall integrity of its 485g Premium Collection Box while reducing shipping and storage costs, as well as its environmental footprint as the box was and still is manufactured in the Far East.

SynYang, which has worked with Thorntons on packaging projects in the Far East for 2 years, took this demanding brief and came up with the ideal solution. Commenting on the project, Managing Director of SynYang, Paul Thomas says: “We came up with Thorntons’ first ever rigid collapsible box, which is an exact replica of the rigid box previously manufactured for the 485g box of Premium Collection chocolates. Our unique construction has reduced the number of containers that were shipped from China on a ratio of 4 to1, altogether reducing costs related to shipping and storage. (we took the logo off the front of the box when it was last relaunched) Nicola Eawes, Senior Packaging Technologist of Thorntons says: “We are delighted with the environmental and financial benefits of the new design, and appreciate SynYang’s efforts in maintaining a high quality product.”

[ENDS]



Editor's notes

SynYang's philosophy is simple: we give our clients what they need and deliver it with passion. The core of our business focuses on structural conception, creative design, process design, manufacturing and fulfillment. We wish to design, develop and manufacture products that align elegant form with intelligent function by focusing on three key values: passion, innovation and sustainability.

By creating synergy between our employees, partners and suppliers, we work alongside our clients to provide them with high quality products that have genuine benefits in cost savings and improved efficiencies. Through continual investment in our people, quality processes and technology, we ensure these benefits are delivered with outstanding levels of customer service and reliability. SynYang currently has offices in Leicester, UK and Shenzhen, China.

Contact

For more information about this press release, contact Rachel Hargrave at The Phoenix Partners on 01509 815 026 or email rachel@thephoenixpartners.com.

SYNYANG
ELEGANT FORM INTELLIGENT FUNCTION

Telephone +44 (0)116 232 5700 Email welcome@synyang.com

UK address 147 Scudamore Road Leicester LE3 1UQ

www.synyang.com

SynYang is a division of GI Solutions Group Limited.