



CHARTA PACKAGING LIMITED

A quarter century of growth and success for Chartha Packaging

THIS year marks the 25th anniversary of Chartha Packaging - years marked by increasing growth and success.

Formed in Wellington in 1978 by John and Jill Winlove, Chartha remains privately owned. Today the Hunt Valley company has established its reputation as a premiere corrugated packaging company with clients throughout New Zealand and international alliances.

Chartha's commitment to quality has been applauded within the print and packaging industry. In 2002 the company won two gold medals at the prestigious Pride in Print Awards in the Corrugated Cases (1-3 colours) category for The Crossings and Firstland wine packaging. Chartha were the only corrugated packaging company to be awarded medals.

"It is pleasing to be recognised by our industry peers for the quality of our workmanship," says Trevor Burgess, Chartha's general manager. "When you produce packaging for some of New Zealand's best wines, the print on the boxes has to match and reflect the quality of the product inside and its labelling. The customers first view of a product is its packaging - it needs to be attractive and enticing, particularly so with wine."



The company enjoys enviable success in supplying many award-winning boutique wineries across the New Zealand market with corrugated packaging but also extends to providing complete packaging solutions for a list of equally impressive products and clients.

Tailored packaging solutions across FMCG Range

Chartha Packaging develops and manufactures quality corrugated packaging for a range of products across New Zealand including those from the food, meat, dairy, wine, fish and

horticulture sectors as well as the chemical and manufacturing industries.

Chartha offers tailored and comprehensive packaging solutions including:

- Manufacture of regular and die-cut corrugated cardboard cases
- Printing by quality Hexographic and silkscreen processes
- Board coating
- Point-of-purchase display expertise

Chartha's state of the art technology and equipment means there are no minimum or maximum requirements for a job. With innovative design, attention to detail, quality manufacturing, prompt turnaround and delivery, Chartha has built a reputation second-to-none in corrugated packaging. Today the company is well positioned to compete in the high volume market alongside multinational competitors such as Carter Holt Harvey and Visyboard, and at the same time satisfy specialised, boutique orders.

"We can supply a comprehensive range of packaging," says Trevor Burgess. "We have the technology to efficiently produce both

long and short run, and detailed or simple orders. No job is too big or too small for Chartha.

Personal attention - superb quality print

Chartha Packaging's strength lies in developing and nurturing close relationships with clients and suppliers further afield. This is coupled with a commitment to quality that ensures the best job possible is completed.

Chartha works closely with clients to understand their requirements and provide the ideal packaging to suit their requirements.

"Our approach is consultative," says Trevor Burgess. "We work with companies to develop packaging that best meets the needs of the client and their product."

"Our experienced team offers advice on colour, design, branding, form and function. This is a specialist area that demands expert advice."

"When working with Chartha customers are part of our team. It means our customer services representatives are on-hand to answer enquiries during the production stage while our key account manager ensures work is completed

to specification and on time," he adds.

"All our customers expect personal service, whatever their size," says Trevor. "We concentrate on building relationships while offering specialist packaging solutions. This is why we have done well across the wine industry. Both the boutique and larger wine companies all have specific yet differing requirements for packaging that distinguishes their product and helps sell it. They want something a little special, with top design and superb quality print. We've been able to deliver that."

"Undoubtedly our printing and leading edge graphics makes the difference. An example is our recent success at the Pride in Print Awards with the corrugated wine cases for The Crossings and Firstland. Such specialised techniques also lend themselves to display packaging for confectionery, biscuits and other FMCG products."

A national player with international connections

Chartha Packaging has grown steadily over its 25 year history, but the last five years have seen rapid developments. The main plant in the

Hunt Valley is now complemented with sales offices in Wellington, Auckland, Christchurch and Hastings, and the company has a current staff of 100.

Chartha Packaging sees itself as a national player in its market, capable of working alongside any client from North Cape to the Bluff. Its experienced management and marketing team drawn from within the industry, offer a wealth of expertise coupled with the desire to bring a personal, yet professional style to the business.

In addition, Chartha has developed strategic alliances with international packaging companies which give huge benefits to its customers, opening up access to the best of both virgin and recycled board. With environmental issues and awareness growing worldwide, recycled options provide viable solutions without compromising quality or strength.

Chartha's ISO 9001 certification, signifying it can process orders with accuracy and produce consistently high quality packaging products, is the official industry benchmark and seal of approval that will help ensure Chartha Packaging continues to flourish for the next 25 years. ■

