

# PACKAGING **Bulletin**

Winter 2024

The Joker logo, featuring the word "JOKER" in a bold, stylized font with a blue and white color scheme and a blue underline.

## Introducing the Joker

Our new agreement with Pronova AB means we are now the sole UK producer of the Joker® chain style bags.

## Welcome to the Winter issue of our newsletter

The year has flown by, and it's been a very busy one. Our new extension is now fully operational and has made a huge difference to our day-to-day operations.

Meanwhile we have travelled to Sweden to meet our new partners, Pronova AB, who manufacture the Joker® bag system. This is a really exciting development for Roberts Mart and we look forward to introducing these chain-style bags to customers old and new as well as developing this new area of the business.

We continue to be recognised for our work, winning an award at the recent Flexotech International Print and Innovations Awards held last month in London. We also received two awards at the Flexo Quality Awards Brazil, International Category, including one gold.

As we move towards Christmas, we will be continuing our work supporting local charities along with the community in which we live through activities such as the RNLI Harrogate Lifeboat Branch Golf Day. In-house, our staff training programme supports development across all departments with our new HR Manager, Sharyn Morley, taking this on board and forging ahead with opportunities at all levels.

Thank you for your continued support.

With warm regards

**Ben Roberts**



## And the awards keep coming!

We were delighted to win Best Print Award for Flexible Packaging (wide web) on film at the Flexotech International Print & Innovation Awards 2024. The winning pack was for Ginsters Large Sausage Roll.



Most recently we won two awards at the Flexo Quality Awards Brazil in the International Category.

Our Te & Kaffi Jóna Kaffi pack won Gold in the Paper Packaging category and Proper Chips Ghost Chilli + Yuzu won silver in the Flexible Packaging.

Tony Rymer was in Brazil to represent Roberts Mart and receive the awards.

We're proud of our team's dedication to delivering excellence in flexographic printing, and to be recognised at home and internationally.





**“This is an exciting development for our family business. We are delighted to be able to forge this new partnership that will enable us to further facilitate the needs of our customers and to reach new ones.”**

Ben Roberts

## A new partnership with Swedish packaging systems manufacturer Pronova AB

We are delighted to announce our new long-term agreement with Pronova AB, located in Halmstad on the West coast of Sweden. Pronova develop, manufacture and sell the well-known Joker® system, a complete process that comprises both bagging machines and bags.

Under this new agreement, we have recently installed new bag making equipment capable of producing these bags in house and will be the sole producer and distributor of these chain style bags under their brand name and be the only producer of the patented Joker® Line™ bags in the UK and Ireland.

For any questions or further information get in touch with Kath Elders:

**[kath.elders@roberts-mart.co.uk](mailto:kath.elders@roberts-mart.co.uk)**

## Steaming ahead!

Our new Comexi Slitter machine uses state of the art laser technology for microperforation and macroperforation across multiple applications.

We have used this technology to produce new packs for Birds Eye with steam vents.

Steam vents in flexible microwave packaging enable safe, convenient cooking by allowing controlled steam release. This prevents package rupture, ensures even cooking, and enhances flavour and nutrient retention, all while reducing cooking time.

For the consumer, it is an easy, mess-free solution with no need for extra handling. Simply heat and eat. These packs allow Birds Eye to offer a premium experience in cooking fresh, vibrant vegetables.

Microwave steam bags are perfect for fresh and frozen vegetables, chicken and fish, sealing in natural goodness and taste.

The Comexi Slitter also means we can handle other pack requirements such as numbering, barcodes, QR codes and security systems which would conventionally be done off-line on a flexo press.





## We're up and running

We are taking full advantage of our new facility and the additional 55,000sq ft for warehousing and ink storage.

Bashir Mohammad is our In-House Ink Manager and oversees all things ink related.

## Did you know??

We print over  
**200 million**  
linear metres a year

This breaks down to over  
**7,700**  
different jobs

We make  
**48,000**  
different batches of colours a year

We consume over  
**over 780 tonnes**  
of ink a year

## Our chosen charity for 2025/2026 is...

We are delighted to announce that after a vote amongst staff, as a company we will be supporting the suicide prevention charity **ANDYSMANCLUB**.

This charity was set up in 2016 following the sad loss of 23 year old Andrew Roberts. It aims to provide men with a safe space where they feel comfortable and able to open up about their experiences. Over 4500 men use the weekly support sessions.

We will be kicking off our fundraising with our annual Christmas Raffle.

**#itsokaytotalk**



## A warm welcome



### Introducing our new HR Manager Sharyn Morley

Sharyn has over 20 years of senior HR experience and is looking forward to taking on the challenge of a new industry sector and contributing to the continued growth of the company.

"It's the family feel and success of Roberts Mart that really appealed to me. My experience in family-run businesses, including running my own award-winning business, fits perfectly with Roberts Mart's values."

Sharyn is also starting a Masters in Strategic HR Management.

## Meet Kath Elders



Kath Elders has joined us as manager of our new Joker® bags department, having worked with and sold these chain-style bags for over 20 years. We are looking to further develop this new arm of the business and will be investing in additional, new machinery.

## New kit for a new season

We are delighted to sponsor the Horsforth St Margaret's Chargers Under 13's football team, managed by our own Simon Lewis. The team play in Garforth League 2, having been promoted at the end of last season.

Roberts Mart have provided home and away kits plus training tops.

