

### **Visit to Afterprint, Basford, Nottingham.**

The first day of autumn brought branch members to Basford in Nottingham to visit Afterprint Limited. Started by David Boulton and David Jordan in 1989, the company began life as a trade finisher, aiming to be a one stop shop for the design, die cutting, gluing and finishing of printed components. This is still their core business and as they run 24 hrs, they have a strong, loyal and satisfied customer base.

However, this type of trade can sometimes be rather all or nothing, so they decided in 1994 to diversify the business. A product line sold widely in the USA is the American takeaway box - made from a one piece PE coated board, then cut, creased and glued to form a watertight container. Initial approaches to US manufacturers proved fruitless, so with a little help from the DTI they bought a machine from Germany and modified it to produce the container. Since that time the product has been a great success, selling into the premium Chinese takeaway market as well as branded product lines. Other uses include plant holders and airline food trays. An advantage over aluminium trays is that the box can be printed and keeps the food warmer for longer. Being a one-piece recyclable board construction, it scores well on environmental grounds too.

Afterprint has also invested in a Gerber Profile routing machine which took them into another area - stencils for decorating. From this, they were asked to supply paints and brushes too. More recently, the router has been used to provide custom designed protective packaging made from foam. The router can be quickly programmed to make limited numbers of the foam packs. In fact, their first order had a royal connection - crystal glass goblets were held safe and secure for HRH at Highgrove.

Our thanks are extended to the two David's along with Steve Sharpe, David Frost and Neelam Amin for their time and hospitality in making this a most interesting and special visit for branch members both old and new.

Ian Morris  
Secretary  
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