



Endline Automation has supported the growth of a leading UK supplier of arts and crafts following a growth in demand during the pandemic.




### Scenario

Co-founded in 1974, Baker Ross supplies arts & crafts, educational and fundraising products to schools, playgroups and organisations across the UK. The company offers over 3,000 items through its website and catalogue, which are packaged up and shipped from its head office in Harlow, Essex. During the Covid-19 lockdowns, Baker Ross experienced a rise in orders being sent out directly to end users at home rather than to schools and clubs, so the volume of boxes needing to be packed increased with over 1.2 million boxes despatched in 2021.

### Solution

Endline Automation originally supported Baker Ross when they automated their end of line packaging production back in 2018. Due to the large range of case sizes Baker Ross packs, Endline recommended the installation of its 225 Fully Automatic Case Erector and its 714 Semi-Automatic Random Case Sealer.

### Results

-  Integrating existing Endoline case erector and sealer with new machines
-  Growth in customer demand meant increased Automation
-  Over 1.2 million boxes despatched in 2021

When Baker Ross moved to a new, larger facility to accommodate growth, they took the 225 and 714 machines with them and approached Endline for two further machines to help them manage the increased volume. This time, Endline recommended the installation of its 221 Fully Automatic Case Erector dedicated to forming Baker Ross' higher volume, smaller cases. Running at speeds of 12 cases per minute, the 221 feeds into Endline's 7048 Fully Automatic Random Case Sealer via a new conveyor.

Working alongside the hand fed 714, the 7048 automatically accept cases from the new conveyor and automatically closes and seals cases at a speed of 12 per minute without operator intervention. Very lightweight cases are diverted to the hand-fed 714.

*"We have been using Endoline as our preferred partner for the past 3 years...We would not hesitate in recommending them as a supplier to any business who is looking to streamline labour costs and improve production speed."*

**John Hurdle, Warehouse Operations Director for Baker Ross**