

# CASE STUDY



## Multi-vehicle and Engine Manufacturer Calls on Provider of Intelligent and Innovative Packaging Solutions

NEAA Member Taylor Packaging has Developed a Long-Standing Business Relationship with Fellow Member Nissan Motor Manufacturing.



"Providing a personalised, flexible and responsive service is paramount to the success of our relationship with Nissan. We have worked closely with the team for a long time and really understand their business and packaging requirements – enabling us both to grow and succeed together."

**Adam Taylor / *Managing Director* / *Taylor Packaging***

"Taylor Packaging has been a key part in the development and quality of our packaging within the Nissan export facility. The team strive to maintain a high level of service with exceptional customer support and always undertake the task requested with the customer at heart. The products offered by Taylor Packaging are always performance driven with a commitment to deliver the best possible option for each individual project across our global network. We trust the products and expertise of the Taylor Packaging team to help deliver 100% satisfaction on each and every venture!"

**Simon Schofield / *Logistics Engineering* / *Nissan International SA***

## Background

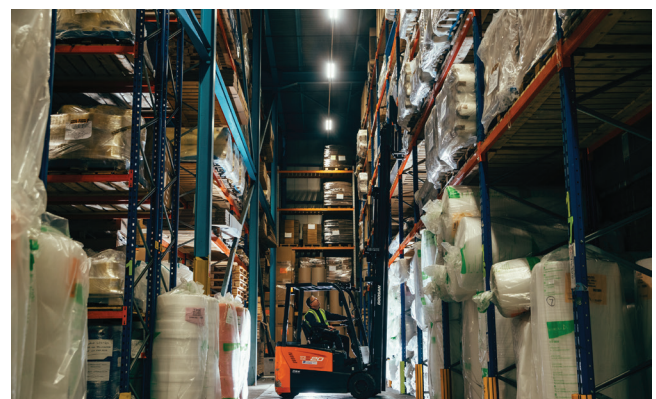
Nissan Motor Manufacturing Ltd (NMUK) is a multi-vehicle and engine manufacturing facility. NMUK is part of the global alliance between Nissan-Renault-Mitsubishi Motors and operates an Alliance International Logistics Network (A-ILN) shipping parts to oversee plants.

In 2011, the company experienced issues with a supplier in Japan not fulfilling their packaging requirements for rolls of film on time which affected production. At this time NMUK engaged with Taylor Packaging to source a packaging solution.

## Approach and Solution

As a leading provider of intelligent and innovative bespoke packaging solutions, Taylor Packaging provided the packaging solution required by NMUK and continues to hold and monitor stock levels which has eliminated any lead time issues.

Over the years the relationship has strengthened, and Taylor Packaging supplies NMUK with a variety of products from its general packaging range. Taylor Packaging's team of experts regularly visit the Nissan site to ensure they meet NMUK's business needs and they also work closely with Nissan's engineers to review existing pack methods. This has led to cost savings and improved efficiencies for Nissan's engineers.



Taylor Packaging's personalised, flexible and responsive service has enabled them to help Nissan implement change in the types of packaging solutions they utilise, as well as assisting the team with sourcing new materials and providing technical advice on the preservation of metals when needed.

## Outcome and Advantage

- Taylor Packaging monitors stock levels to eliminate any issues with lead time.
- The packaging solutions supplied by Taylor Packaging has led to cost savings.
- Taylor Packaging provides ongoing consultancy and support to Nissan's engineers to help improve efficiencies.
- The two companies have developed a long-standing business relationship.