

## Second Göpfert for Sheard Packaging, as Partnership between two Family-Owned Businesses Strengthens

What is the best proof that a company's product works on all levels and meets all expectations? When the customer buys a second machine!

Sheard Packaging in Halifax, UK, was founded in 1860 and is one of the largest corrugated plants in the UK. This is why they are able to evolve and expand their services in line with growing demand and new technologies.

Göpfert itself has much in common with Sheard. Both companies are independent multi-generational family run businesses. Göpfert is a globally active manufacturer of machines for converting corrugated board, based in Germany. Their machines are characterised by their superb quality, robustness, long lifetime and innovative design features. Both small and large companies from the corrugated industry can find here individual solutions for maximum economic viability and maximum printing quality.

Sheard always carefully listens to the needs of the markets and their customers, therefore in 2019 the desire for a new rotary die-cutter was born. They went through an evaluation phase and contacted Göpfert. As their background and company philosophy is similar, the communication and decision-making between both companies was greatly facilitated.

Soon after a few site visits to other plants and to the Göpfert

facility in Wiesentheid, Germany, Sheard was convinced concerning the quality and performance of the Göpfert machines

Not even Brexit, which was already looming before the first investment in 2019, could cast doubt on the project. In spring

2020, the time had come and the first Göpfert seven-colour HQPP was delivered successfully installed and helped Sheard to further expand its position in the market.

A few months later, Sheard thought about replacing an existing machine because they were not



To meet your needs individually and longterm we are operating on a holistic level. That is why at the beginning of every machine construction we research meticulously and do a thorough assessment of your requirements. This is how we can make a difference that pays off. Contact us.

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**WE ASK,**  
we listen,  
**THEN WE START!**



**Göpfert**  
**Mehr Maschine.**

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This dual-pronged approach, both in physical infrastructure and machinery upgrades, underscores Sheard Packaging's dedication to staying at the forefront of the corrugated packaging industry. This Göpfert machine reinforces their position as an industry leader in delivering superior packaging solutions while providing an optimal environment for their team to thrive.

Göpfert couldn't be much prouder to be part of Sheards success story. The cooperation between all those involved during both project phases was more than exemplary. Every employee in every department worked hand in hand. Starting with the finding phase, through the project planning, the organisation of the shipment and delivery of the many trucks (even after Brexit!) to the installation and training of the operators, which was completed quickly due to the experience of the machine operators. And therefore the new machine already produced the best results after a very short time.

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satisfied with its quality. "The decision to buy another Göpfert machine was quickly made", commented Lee Shackleton, Managing Director, Sheard. However, it would not be easy to replace the machine in the hall bay for space reasons, and a partner was needed who could provide the necessary experience and willpower. Göpfert was able to dispel all doubts and thanks to its flexibility and to the good preliminary work of the project planning, the installation of the second machine was another success story. Thus, in 2023 Sheard celebrated a big year of innovation.

The new five-colour Göpfert HQPP die-cutter was delivered, a twin machine complementing their existing Göpfert. Positioned side-by-side with their automated flatbed die-cutting line, this addition represents a substantial investment geared towards setting unprecedented standards

of excellence in die-cutting and print definition. The synergy of these twin machines enhances their production capabilities, ensuring precision and efficiency that align with their commitment to delivering best in class corrugated solutions.

