

CASE STUDY

Bird Brothers Optimises Packaging Efficiency with C-Wrap Labelling

To maintain high standards in packaging and meet the demands of a growing market, Bird Brothers, a major UK egg producer, modernised its labelling process. With the integration of the GLM-I 120 C-Wrap labelling system from Bizerba, Bird Brothers has enhanced reliability, product presentation and operational flexibility while reinforcing its longstanding commitment to quality and innovation.





When outdated labelling equipment began slowing production and impacting flexibility, Bird Brothers turned to Bizerba for a modern, reliable solution.

The integration of the GLM-120 C-wrap system has transformed their packaging process by boosting efficiency, improving product presentation, and supporting the company's continued growth.



COMPANY

Bird Brothers

Bird Brothers has been a leading egg producer in the UK for nearly 60 years, supplying over 4 million eggs per week. The family-run business provides high-quality fresh eggs to independent retailers, major supermarket chains, and food service providers across the country. With a strong focus on animal welfare, sustainability, and product quality, Bird Brothers continues to innovate in an evolving marketplace.

As part of its long-term commitment to animal welfare, Bird Brothers has launched a Vision 2028 strategy, which will see the company phase out colony cage egg production at its Sunny Farm headquarters in Bedfordshire, ending it entirely by 2028.

Year established: 1960s

Headquarters: Bedford, UK

Employees: Family-run with broad operational support

Product focus: Egg producer and supplier

More information
www.birdbrothers.uk





“ Our previous machine was causing operational headaches, and parts had become obsolete. We needed a reliable machine. We often pack different sized packs and different sized eggs at the same time. We needed the ability to continue with this.”

Matthew Bird

Commercial Director at Bird Brothers

CHALLENGE

Replacing Obsolete Equipment with a Reliable, Flexible Solution

Operational Need

Bird Brothers faced growing challenges with an aging top-labelling machine. The outdated equipment was becoming unreliable, and replacement parts were no longer available. As customer expectations continued to rise and packaging diversity increased, a more advanced, efficient and flexible labelling system was needed.

Key Requirements

- Ability to label various pack sizes and egg types simultaneously
- Increased label visibility for stacked supermarket displays
- Improved machine speed and minimal maintenance
- Easy operation and training for staff
- Enhanced product presentation and traceability



SOLUTION

Bizerba's GLM-I 120 C-Wrap Labelling System

After reviewing several options, Bird Brothers chose the GLM-I 120 C-Wrap labelling solution from Bizerba, along with the GT-12C operating terminal. The decision was driven by Bizerba's reputation for quality, the added marketing value of C-wrap labels and the flexibility the system provided.

C-Wrap Labels for Enhanced Visibility

Switching from top-labelling to C-wrap labelling brought new marketing advantages. The labels are clearly visible on shelves, even when stacked, improving brand visibility and consumer information at the point of sale.

Smooth Implementation and Ongoing Support

Bizerba provided full support throughout the project, including:

- Multiple site visits and solution demos
- Seamless installation into an existing packaging line
- Professional training for operators during setup
- An annual service contract for continued support



” We had a good experience from start to finish that it felt like a partnership.“

Matthew Bird

Commercial Director at Bird Brothers

” We needed a high-speed machine capable of labelling up to 100 packs per minute. We visited the MK head office a couple of times and had a couple of site meetings prior to installation“

Matthew Bird

Commercial Director at Bird Brothers

BENEFITS

Reliable Labelling and Operational Gains

The GLM-I solution has been in operation for over a year, delivering clear improvements in reliability, product presentation, and efficiency. Employees found the system intuitive and easy to use thanks to structured training by Bizerba's engineers.

Tangible Benefits

- Enhanced product presentation with C-wrap visibility
- Improved operational reliability and reduced downtime
- Increased productivity and fewer manual interventions
- Unique packaging format for market differentiation

Bizerba's solution for Bird Brothers goes beyond just hardware. It includes **a full ecosystem: labels, service and support**, designed to optimise performance and drive long-term value.

Labels Manufactured in the UK

The Bizerba Labels team worked closely with Bird Brothers to understand their specific labelling requirements and ensure seamless integration with their GLM-I solution. The labels are manufactured at Bizerba's Milton Keynes printing facilities, not far from the Bird Brothers farm, enabling faster turnaround times.

Bizerba labels are **FSC® certified** and produced in a facility that holds an **AA+ BRCGS Packaging & Materials certification**, meeting stringent sustainability and food safety standards. This ensures Bird Brothers benefits from reliable, high-quality labels that complement their operational gains and enhance overall product presentation.



Let's count

100_{ppm}
labelling capacity

3 box types
processed in mixed random order

2 employees
redeployed to higher-value tasks

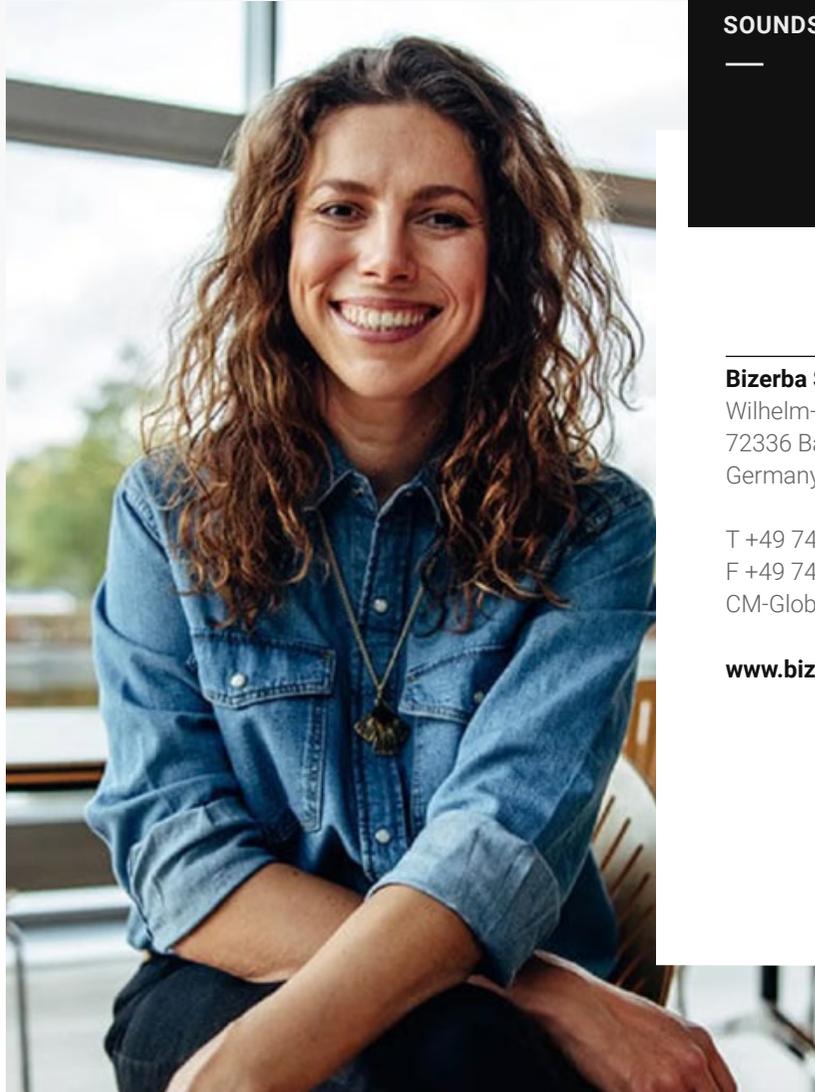
COMPONENTS

The Bird Brothers Solution

Labeling GLM-I with C-Wrap Applicator

Labels 2.5 million labels/year

Service Checkup contract
Calibration contract



SOUNDS GOOD?

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