Andrew Smith has been MD of B Smith Packaging for twenty five years. The Company was founded in 1969 by his Grandfather and he is the third generation to lead the family business. From its base in Worcestershire, the Company has continued to grow offering a brand specific, bespoke packaging company. From its early days providing packaging to butchers and fruit and veg shops, it has grown to over 25 employees and services global retail brands.

Andrew is an active, hands on MD. He knows many of the companies 300+ customers by name and travels annually to ensure that the extensive manufacturing and supplier network he uses are of the highest standards. From his engineering background, he has gathered a lot of information that enables him to design different types of packaging. Add to this thirty plus years experience in this field and his credentials are not easily matched.

Many clients have been with him from their early days and as they have grown in volume and recognition, the role he plays as their packaging consumables specialist, takes the stress away from his clients and he is able to add a value added service. Andrew prides himself on engaging with the brand and ensuring that the brand is front of mind and that clients packaging becomes an advert for them be that in the e-commerce channel, on the High St or a product such as a branded gin glass in a bar.

He is dynamic and quirky with a passion for packaging that is unrivalled by many in the sector. He relishes a challenge whether it is sourcing paper bags made from silver birch or coat hangers with re-afforestation programmes. In the ever changing world of packaging, he is at the forefront of innovation and moves quickly to adapt to change. This may be transitioning from plastic to a potato or corn starch offering, looking at sustainability and recyclability by offering bags made from recycled plastic water bottles that hit both the recyclable and reusable buttons. In the food service industry, being at the forefront of sourcing linings for coffee cups to make them fully compostable. Auditing new technologies to enable plastics to degrade much quicker. The diversity of his role is not to be underestimated.

There is no ‘A typical’ week in Andrews diary, and it can range from sourcing humidifiers to make mini humidors for premium cigars to racking for bags with optimum hanging space under the tills for a high St retail client, sourcing glass ware for a high end drinks client to designing premium boxes for clients that can be reused and can flat pack or fit under the bed for storage! He is never without a pencil and pad and regularly sketches technical drawings for his clients. He has been dubbed the ‘Poshest man in Packaging’ by his clients and is the living embodiment of ‘work hard, play hard’ ethos. He leads by example and is not afraid of hard work, rolling up his sleeves and getting stuck in and he expects no less from his team in return.