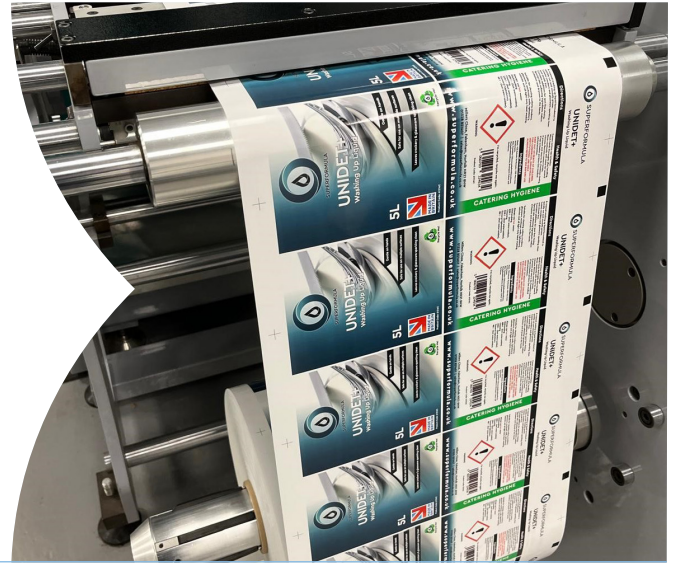


Investing in Innovation

Innovating within their sector through investment in technology that supports the growth of their business with their eco-friendly and sustainable biological cleaning products and their own label solution



Superformula has been operating in Fakenham for over 30 years. The business began as a family business and has now developed into a leading manufacturer and distributor of cleaning and janitorial supplies throughout the UK and Europe.

They also operate a number of sub brands within the wider Superformula group of companies including Anglian Chemicals, BioVate Hygienics, Spectrum Digital Labels and Season and Spiced Ingredients.

Significant investments have been made by Superformula in their BioVate Hygienics and Spectrum Digital Labels businesses, both of which are committed to developing green technologies and reducing their carbon emissions.

BioVate Hygienics are committed to the manufacture of eco-friendly and sustainable biological cleaning products. BioVate's biotechnology range is the next generation of cleaning products. Using a combination of probiotic, enzymes, bio surfactants and plant-based colours and fragrances, they have harnessed the power of nature for maximum cleaning performance with minimum impact on the planet.

With the use of Picojet digital press, Spectrum Digital Labels have been able to reduce their carbon footprint by a large margin from the conventional printing processes such as UV Flexo printing which has been the industry standard in label production for many years. Ink wastage is eradicated using digital over UV Flexo as 100% of the ink is used when printing, thus saving thousands of pounds a year in wasted ink. Wasted ink with UV Flexo is flushed with chemicals to break it down into a manageable substance, and then disposed of appropriately.

“Spectrum Digital Labels, part of Superformula based in Fakenham, are at the forefront of innovation, continuously investing in state-of-the-art digital print and finishing equipment. Our print, all created digitally, offers a more ethical and sustainable offering. Digital means less waste and the need for less toxic and hazardous chemicals in the process. There is no set up needed which means we have absolutely zero waste on our packaging products. Superformula’s recent BRCGS accreditation enables us to enter the food packaging sector offering something that isn’t currently available in that market.”

Ben King,
Superformula

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