



Winebox rebrands as WBC to better define the business

WBC is the new name for Winebox, the UK and Ireland's biggest gift and transit packaging supplier to the drinks, hamper and deli markets.

WBC is short for the Wine Box Company, reflecting its role as a major supplier to the UK wine trade.

The new WBC name aims to avoid any confusion over the company's offering, as Winebox had sometimes been mistaken for a wine supplier.

Rebranding as WBC also reflects a wider customer base - which today includes the food and cosmetics sectors - in addition to the wine trade.

Said Andrew Wilson from WBC: "We're still the same independent business with the same values and commitment to our customers that we've built up over the last 20 years. Supplying the UK wine trade with packaging solutions and supporting their growth remains at the heart of our business".

"But the truth is that as Winebox we were often approached as a wine supplier, and we want to ensure that we're never at risk of treading on our very own customers' toes! That's why we're rebranding the business as WBC to clear up any confusion."

Since its launch in the late 1980s, South West London-based WBC has grown to become the major supplier of packaging to UK wine retailers. In addition to display, gift and transit packaging, the company's offering also includes glassware and a comprehensive range of wine accessories.

For more details visit www.thewbc.co.uk

