



Over the past 50 years, GTC sponsor **CP Cases** has built an enviable reputation for superbly designed, highly durable and reliable flight cases and covers, many of which protect camera equipment across the globe. When the GTC required a new carry case to protect the precious Dick Hibberd Award trophy, CP Cases generously came forward and, as expected, the level of expertise of craftsmanship in the case is exemplary. Zerb and the GTC offer our thanks and are delighted to wish all at CP Cases a very happy 50th birthday!

No doubt most GTC members will be very familiar with our products, as CP Cases supplies all manner of transit cases and rain covers for cameras, lenses and equipment to numerous TV and film hire firms, outside broadcast companies and individuals. But our product portfolio covers a broad spectrum, as we also design and manufacture protective equipment cases, 19" racks and rugged textile products for transport, operation and storage, catering to customers across a wealth of industries. Customisation is our speciality and our innovation and technology are constantly evolving along with our customer base, and we still enjoy seeing our knowledge and experience increase with every order. The durability and high-performance qualities of the materials that go into everything we make mean that all our products are ruggedly durable and tailored perfectly to whatever purpose our customers require.

2021 marks the big 50th milestone for us, and it's been a long and interesting road to reach this point. We thought this would be a great opportunity to share a little of our history with you.

How it all began

The company's roots stretch back to the rock 'n' roll live events industry in the 1960s. Back then, founders-to-be Peter

Ross and Chris Sherwin were a couple of touring musicians who decided that something needed to be done to mitigate the perpetual knocks and scrapes that bands' travelling paraphernalia get subjected to during the endless loading in and out at venue after venue. It was clear that the industry was severely lacking fit-for-purpose, rugged cases to protect musicians' equipment whilst in transit.

The duo saw their first flight case in the late 1960s, when Roger Glover, the bassist from rock band Deep Purple, brought an Anvil flight case from a US tour to their place of work for them to repair. Peter recalls seeing the case for the first time: "It was a thing of beauty. It really affected Chris and I. It fired up both the engineering side and the music side of my brain and brought them together."

Fully aware of the significant gap in the UK and European market, it was clearly worth them exploring how they could create a range of strong, precision-manufactured cases. Not only did Peter and Chris have a significant in-depth understanding of what the cases needed to be, they had an invaluable affinity with their potential core client base too. So, aiming to capitalise on their forward-thinking approach to engineering and, in true entrepreneurial style, CP Cases was inducted as a registered business in 1971.



Taking flight

The pair's innovative flair was clear from the get-go, as demonstrated by the creation of their very first CP logo, which they designed by drawing around the rims of upturned wine glasses (they'd emptied them first, of course!). They soon got stuck in to the real work, though and the first ever CP Cases flight case for the live music industry went to market in the early 1970s. From there, the company's drive for innovation kept the production lines flowing, which led to the introduction of its early range of Vulcanised Fibre cases. As the company's product list began to build, so did its standing within the industry; being commissioned to manufacture the touring cases for the rock band The Moody Blues in 1978 serves to highlight quite how far the team had come in less than a decade.

Peter and Chris continued to build on their network within the live events and music industry, supplying to the touring talents of the world and creating a name and good reputation for themselves. From there, CP Cases developed its experience and skillset in making flight cases to branch out into the customised designing and manufacturing of protective cases, 19" racks and rugged textile bags. The company now specialises predominantly in the Defence, Medical and Broadcast sectors, as well as within the Energy & Marine and Police & Security sectors, whilst of course keeping its connections within the live events sector too.

Getting into the movies

In the 1970s, we put out our first piece of marketing collateral which was titled 'Frankly, we think it's time you packed it in'. This prompted a partner in a film camera rental company called Technovision to contact us and request an order of lightweight rigidized aluminium cases. We happily delivered as per the spec, and there began our longstanding relationship with the film camera rental business.

Whenever we get a new challenge, we apply our knowledge of what works according to all the requirements and characteristics of whatever we are dealing with. Due to the particular nuances involved in adapting our work to this sector, it led us to develop a brand new product line, which we now call Aluweld, which proved a big hit straightaway. We received a raft of enquiries from a new set of clients, as rental companies and individual camera professionals became interested in our new range. It was novel to get direct contact

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from the actual end users as well as our direct customers, but this was also thanks to another nifty marketing ploy: we'd branded up all our products with our contact telephone number, which made it easy for rental companies' customers themselves to find us as well!

Precision customisation

From those early days all the way to today, our products have always been carefully designed and engineered so that they are truly fit for purpose. This includes making sure all dimensions are spot on – you'd never catch any of our team without a tape measure on them as, in years gone by, the measurements were taken by hand, which is a craft skill that we at CP Cases still value to this day. However, nowadays, we use infrared scanning techniques to capture the exact dimensions and shape of each piece of equipment to be protected. Every item is measured and, if necessary, its operation is monitored so as to track any movements and extensions, for example when designing covers for remote camera systems. In doing so, a template design is created and prototypes are produced, from which a final proposition is manufactured. By utilising such precision design tools, it means we can be highly efficient and adaptive, which is particularly useful for customers who regularly restock and update their stock with the latest models of cameras, lenses and hardware.



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Protective foam in cases

The high quality protective foam that line our cases has been rigorously tested to ensure it's rigid enough to hold the equipment, yet soft enough to cushion it against impact. All cutouts are designed either from direct measurement of the equipment, from 3D data supplied by its manufacturer or from scan data. The foam can be shaped by a variety of techniques including CNC routing, stamping, carving and sculpting, and built up by lamination in various densities and colours. The designer can add any additional details, such as finger cut-outs or clearances around delicate features.

A snug fit is essential to keep the equipment firmly in place, and the recessed shapes in the foam are designed to support the equipment at its strongest points. Selecting the correct foam density is of crucial importance because if there's not enough support the equipment may crash into the case. Foam density and rigidity are chosen to suit the mass and delicacy of the equipment. The lining is designed to separate the protected item from the external point of impact; thicker foam allows for a greater amount of give, as it dissipates the energy harmlessly and allows a softer deceleration and decreases the peak load and shock exerted on the contained equipment. However, foam thickness affects the overall size of the case, so a balanced judgement has to be made.

Soft fabric cases can protect from small knocks and prolonged vibration from being in transit which might

otherwise loosen fastenings or adversely affect sensitive equipment. Hard cases provide a greater degree of protection from heavier impacts, the foam will recover and can cope with repeated concussive shockwaves; in extreme collision scenarios, the case itself will break. This is an intentional sacrifice designed to impede the shock wave slightly, so that the foam has a more manageable amount of force to absorb that would otherwise be highly damaging to the equipment its holding.

Rain covers

When it comes to camera covers, the materials we use take into consideration the need for flexibility of the camera and the environment they will be exposed to. The design process needs to account for the respective camera functionality, the movement and risk factors of each different part of the equipment. Our camera covers allow freedom of operation, clear visibility for filming and protection from the elements as standard.

Looking to the future

A key feature of CP Cases' growth story has been our innovative thinking and broad understanding of our customers' working environments. Combining that with our deep knowledge and expertise in material selection and 50 years of hands-on experience in manufacturing processes enables us to provide the right product that matches the performance and budget criteria of each customer. This year's focus has been on building upon our in-house manufacturing capabilities, with recent investments in our new plastic moulding plant and the very latest technology sheet-metal processing kit.

'Thank you to our CP family'

The CP family has always made sure that people are its main priority, and our amazing retention of staff and partners really does highlight our quality of work and company ethos. There is a real community presence throughout the factory and we are not shy of all rolling up our sleeves and pulling together to get the job done.



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CP Cases is proud of our hardworking, enthusiastic and energetic workers who, throughout the years, have continued to be ready and willing, and have fitted in nicely to our active culture. Having employees like this has inspired the people around them, creating a strong work ethic which is highlighted when visitors tour our workplace. We feel now is a perfect excuse to celebrate each and every staff member and every partner for their hard work and loyalty that has helped us on the road to 50 years.

Like every company, there has been a number of hurdles that we have had to overcome (if these times are anything to go by); but our passion, innovation and talented team of people has helped address those challenging times and transform them into positives. We are confident that we can continue this into our future thinking and keep on delivering pioneering technology to fit to our customers' requirements, and that includes our continued support in providing protection for all your valuable cameras and equipment wherever your work takes you.

We are proud of what CP Cases has achieved in the past 50 years, having worked hard to get to where it is today. We are honoured to be building on that foundation to create the company's next phase of growth and evolution. Here is to the next 50!

Fact File



CP Cases' products are available in a wide range of standard sizes, and its UK-based design team can create a custom solution to meet (almost) any application your product requires. Visit the website for more information on customisable high-performance, portability or storage solutions.

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