

DAIRY CREST GETS IT RIGHT EVERY TIME WITH ESMART VISION

New label conformance system eliminates the need for product recall and avoids customer penalties. "Our initial investment has been more than recouped by these savings."

PROBLEM

With such a diverse and growing range of products and high throughput at each manufacturing facility, Dairy Crest needs to know that all products are labelled correctly and that the barcode printed on each item is always readable.

The consequences of delivering a badly or wrongly labelled product are serious and Dairy Crest, as a supplier, could potentially face fines of tens of thousands of pounds.

The Group would also face further costs associated with logistics, product recall and subsequent restocking. Should such an incident occur a number of times, the company could find itself de-listed as a supplier.

As a result of this risk, Dairy Crest required a solution that quickly identified any labelling errors and enabled the matter to be rectified at the production stage, before it left the factory.

SOLUTION

Dairy Crest has worked with BEC, a leading specialist in Data Capture systems, for a number of years. During this time, BEC has designed and implemented an

"The PIC² system has played a significant role in helping us to reduce the need for product recall and restocking due to incorrect or poor labelling. The initial investment we made in the system has more than been recouped by these savings."



automated data collection solution that integrated directly into the Group's business processes.

As Dairy Crest uses the Prism production system for process control and scheduling, any solution for barcode checking would need to integrate seamlessly with Prism.

BEC analysed the processes involved and recommended implementing their Product Identification and Control Conformity solution: PIC².

PIC² is a complete solution that ensures 100% labelling conformance and peace of mind. It uses advanced digital camera technology to ensure the presence, validity and quality of the barcode at speeds of up to 1000 parts per minute, depending on the product and the environment.

HOW PIC² WORKS

The PIC² system extracts information from the Prism MRP system and presents it to the operator on a shop floor data capture terminal.

The operator can establish which product is to be produced and its associated bar code label, by inputting a schedule number.



Each label is scanned and compared to the production information. If no match is found or there is an unsuccessful read, the label is either incorrect or of substandard quality. When such a condition occurs PIC² immediately issues an automated message to a display board on the production line. The message details exactly what the problem is and stops the production line until the problem is rectified.

As an additional failsafe PIC² also prevents products from being produced without a schedule number being input.

PIC² has been designed to count the products as they are labelled, enabling automatic periodic updates to Prism.

BENEFITS

BEC's implementation of the PIC² system has enabled Dairy Crest to greatly reduce the incidence of incorrect labelling in the factories where it is utilised.



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By allowing the Group to identify problems at an early stage, PIC²:

- Helps Dairy Crest avoid severe financial penalties from customers
- Saves time and money by avoiding stock withdrawal and restocking
- Improves the timeliness and availability of production information
- Improves the relationships with major customers, leading to greater opportunity for business development

ABOUT DAIRY CREST

Dairy Crest is the UK's leading chilled dairy foods company. It operates in two divisions:

Foods: spreads, cheese and fresh dairy products

Dairies: liquid products, household & ingredients

Many of Dairy Crest's brands are number one in their sectors, e.g. Clover in dairy spreads and Cathedral City in the mature cheddar sector.

The Dairy Crest Group employs over 7000 staff at 21 sites across the UK and Ireland, and has a turnover in excess of £1.4 billion per annum.

Dairy Crest is focussed on production and distribution, having invested significantly in modern production facilities to reduce costs and make the most efficient use of resources.

ABOUT BEC

BEC (Systems Integration) Ltd are specialist providers of Automated Data Capture Solutions. With access to a range of the latest data collection technologies, BEC advises, designs and delivers solutions that integrate seamlessly into host systems.

Working in the manufacturing, engineering and food & beverage industries, BEC's supply chain solutions improve productivity, efficiency and profitability.

To find out how BEC has helped other customers maximise their business potential, visit www.becsi.co.uk.