



Differentiating Allied Bakeries from their competition with a world first radical packaging design

UK bakery group **Allied Bakeries**, owned by Associated British Foods believed it could differentiate itself from competition with the use of a defendable bread pack. The company selected James Ross Consulting to develop the pack, enabling Allied Bakeries to concentrate on its core strengths. Allied Bakeries produces high volume food product into a well developed market sector. Packs were filled using industry standard equipment at plants across the UK.

Business Challenge

All competitor product in this sector was in the same basic pack format. Client product is at the premium branded end of the market but was differentiated only by pack graphics and minor materials changes. Price pressures at the lower end of the market created the need to segment the product range and increase support for the premium products. The challenge was to develop unique, defendable pack options, together with technical and cost implications, for the premium product sector.

How JRC Helped

We first established a design brief to define both essential and desirable attributes. The next stage developed concepts that conceived the possibility of a resealable pack for their breads.

We worked closely with a range of potential suppliers to develop the concepts, ensuring that the pack would be both cost competitive and reliable. Our consultants developed specifications for the new pack and its associated equipment solution and ensured timely delivery of samples. JRC project managed the prototype trials on production lines and with consumers prior to implementing the pack.

Value Delivered

The efforts of JRC resulted in the successful launch of one of Allied Bakeries newest jewels. The resealable pack was successfully launched and was first in market in this sector.

About Associated British Foods

Some companies might claim to be the best thing since sliced bread, but Associated British Foods (ABF) is sliced bread. ABF, which introduced sliced bread in the UK during the 1930s, makes the UK's popular Allinson and Kingsmill brands. Associated British Foods also serves up a full dish of tea-time snacks, including Ryvita crispbread and Twinings teas. Its British Sugar subsidiary makes Silver Spoon sugar; other divisions make food ingredients, specialty oils, and animal feed.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

Cost Optimization, Technical Support and Analytical Services