



**JAMES ROSS  
CONSULTING**

## Reviewing Church & Dwight's packaging processes and materials spend to identify areas of bottom line improvement

**Church & Dwight** wanted a comprehensive review of the supply chain for one of their high volume FMCG products. This involved working with production sites in the Mid-West and Eastern seaboard of USA. JRC identified a number of achievable cost saving opportunities that dove-tailed with impending market driven changes. Over a 5 month period JRC performed a range of roles. In fact, during this time a second project was initiated looking at packaging developments for a singular product line that had recently been integrated into the C&D range.

### Business Challenge

C&D were looking for an honest appraisal of their packaging processes and materials spend. Particular changes were being forced by the largest of the retailers, which were adding commercial challenges. C&D were looking for assistance in meeting the changing marketplace and delivering a 'best packaging' solution.

### How JRC Helped

A Best in Class survey of the Liquid laundry across US, Australasia, Asia and European markets was conducted to establish the most effective packaging currently available. A comparative profile was drawn marking the relative strengths of the C&D packaging against other products.

### Value Delivered

A review was conducted on the facilities, costs strengths and weaknesses within the C&D supply chain. This was presented as a comprehensive proposal identifying primary actions and identifiable benefits for the whole division.

Following on from the review JRC also helped Church & Dwight to use the information gathered for environmental monitoring and reporting purposes. JRC offered a software solution that could harness the data for the global C&D business.

### About Church & Dwight

Whether you call it saleratus (aerated salt), sodium bicarbonate, or plain old baking soda, Church & Dwight is the world's #1 maker of the powder and operates in North America, as well as in Australia, Brazil, China, France, and the UK. While laundry detergent represents Church & Dwight's top consumer business by sales, the company also makes a variety of other products, such as bathroom cleaners, air fresheners, scouring pads, toothpaste and antiperspirants.

### 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](http://www.jrconsulting.com).

Cost Optimization, Technical Support and Analytical Services