



Helping Parmalat to prevent a new product's teething issues whilst addressing challenging innovation targets

Parmalat in Australia faced issue of high rate of rejects from market on one of their milk products due to leakage. JRC was engaged to identify and resolve all factors contributing to the problem. In addition Parmalat had set themselves a challenging innovation target and requested JRC to survey various aspects of their supply chain whilst investigating the leakage problem. They demanded good project management, and excellent interaction between the liquid development team, the brand teams, logistics and marketing.

Business Challenge

Parmalat required a quick resolution to the leakage issue as they were facing significant rejections and customer claims. It was key that a solution was identified quickly but also that the solution was effective across all business elements. This would involve component vendors and design, tolerance analysis, failure mode analysis, line/filling process assessment and a review of distribution and handling systems.

How JRC Helped

JRC visited all Parmalat's production sites, distribution centers and bottle/closure suppliers. By analyzing the specifications and manufacturing processes of the packaging (bottle, cap), the transportation of the packaging, the actual filling process at different plants, the finished products storage and transport, etc., JRC successfully identified the cause of the leakage and provide the solutions.

Value Delivered

In addition to solving the leakage problem JRC were also able to identify opportunities that could deliver Parmalat a total saving of more than AUS\$2,000,000 per annum. For each opportunity, JRC detailed approach and resource for the implementation.

About Parmalat

Having a box of shelf-stable Parmalat milk on hand is like keeping a cow in your cupboard -- only it takes up much less space and your cupboard stays much, much cleaner. Parmalat Finanziaria's UHT (Ultra High Temperature or shelf-stable) milk products stay fresh without refrigeration -- convenient in markets where home refrigerators are small or non-existent. It also produces other products such as cheese, ice cream, and juice.

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