



## Helping Waterford Wedgwood reduce manufacturing costs and venture into the Chinese ceramics market

Waterford Wedgwood produces luxury giftware and collectibles across 18 owned and 3rd party manufacturing sites across Europe. There are in excess of 16,000 live products, with around 400 new items generated each year. Product sales are Global with the US accounting for 85% of sales, via major store groups (Macy's / Bloomingdales etc.).

### Business Challenge

Product knowledge and supply chain experience were recognised as insufficient to support their growth. In addition, they did not have any Packaging Development resource. James Ross Consulting were asked to assess current and evolving requirements for packaging development across the business. At the time Waterford Wedgwood had committed to move volume from one of their UK based manufacturing facilities to China to achieve lower costs. The challenge was to ensure that the warehousing, product identification and shipping processes were seamless in the transition.

### How JRC Helped

Project teams were established and project work undertaken, based on agreed business priorities. James Ross Consulting then provided technical support to the Packaging Engineering team as it was established and developed. This involved development of packaging control tools (NPD process, test procedures, specifications systems) and management of selected NPD projects. Logistics. Service and supply chain systems were tailor made to ensure that the transition to China replicated existing UK processes.

### Value Delivered

The business was able to significantly improve service levels and quality throughout the supply chain. In addition, the improved NPD process now allows rapid and efficient development, to meet launch schedules. JRC's warehouse management systems remain in place as the business continues to expand, in terms of both volume and product ranges sold.

### About Waterford Wedgwood

Waterford Wedgwood is (gently) toasting its position as the world's premier maker of luxury crystal and fine china. Formed by the 1986 merger of the two iconic brands, the company's Waterford Crystal Group produces handcrafted crystal stemware, lamps, and giftware under the Waterford and Stuart brands. The Wedgwood Group makes fine bone china giftware and tableware under the Wedgwood brand.

### 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