



Bridgetown Natural Foods move from retrospective paper to real-time iPads across their shop floor in under a week with Redzone

It took less than a week for Bridgetown Natural Foods to implement a “single version of the truth” in relation to manufacturing performance. Armed with real-time intelligence on their iPads the workplace can now react to issues as they happen helping to drive down costs and improve performance.

CUSTOMER BRIEF

KEY PROJECT GOALS

- 3% efficiency improvement
- Optimize existing asset base & delay long-term capital expenditure
- Deploy ‘single version of the truth’ performance transparency
- Minimize workplace paperwork & processes
- Empower the shop floor with information, skills & structure
- Instigate culture of Continuous Improvement across the entire workforce



We’re at a point in our growth where we need to maximize our assets and resources prior to any expansion. The quickest, easiest and most effective way to do this is by empowering our shop floor to become continuous improvement assets. I don’t want to constrain them by managing production on paper that creates out of date information. We turned to Redzone and within 2 days we had real time visibility across the plant on our iPads and iPhones. The shop floor and management have the ability to take corrective actions in real time. It’s a huge boon to daily production and keeping us competitive by curbing operating costs.

Dan Klock, CEO, Bridgetown Natural Foods



Privately held Bridgetown Natural Foods, established in Portland, Oregon in 2010, is a manufacturing partner for leading all-natural, organic and gluten-free snack brands dedicated to producing sustainable, innovative and healthy products. Bridgetown’s production capabilities include extruded bars and baked goods, slab-formed bars, granolas, cookies, and clustered items.

Having enjoyed unprecedented sales growth Bridgetown Natural Foods found themselves at a point where they wanted to maximize their existing manufacturing assets prior to any large-scale capital expansion initiative. With a mostly paper-driven shop floor that could only review performance issues historically, Bridgetown prioritized their focus on implementing a new approach to measuring and managing production intelligence so that the entire organization could view a single version of the truth. In parallel they also wanted to introduce a consistent continuous improvement regimen that could facilitate a workplace culture change so personnel could be empowered to own their performance, communicate in real-time and take remedial action when required.

This ‘dual’ approach to improvement led them to deploy the Redzone Production System - a mobile continuous improvement system that merges online kaizen management and manufacturing data intelligence with action and alert capabilities designed to improve performance. It is deployed on iPads and iPhones and its consumer style design means it is live in a week with minimal training.

To compliment the technology and to instigate best working practices the initiative includes a ‘coached -in’ service that introduces proven lean techniques and kaizen events to the workplace teams. It is expected that by becoming a data driven organization with every member of the workplace empowered to take action when required, will help Bridgetown Natural Foods deliver a 3% efficiency uplift within 90 days of the project commencement.