



## CytoSport, Inc. flexes its 'muscles' to drive plant floor improvement with Redzone

CytoSport Inc., the producers of the Muscle Milk® product line, has deployed iPads to their shop floor to support production innovation and efficiency.

### CUSTOMER BRIEF

#### KEY PROJECT GOALS

- 5% efficiency improvement
- Address hidden and recurring downtime
- Improve cost control
- Guarantee standards by removing process variability
- Engage every worker in continuous improvement processes
- Empower the shop floor with information, skills and structure
- Encourage a culture of Continuous Improvement across the entire workforce
- Create 'real-time' culture of action



Redzone is the next step on our lean journey. We've made the leap to mobile intelligence delivered right to our workers' iPads. It is this immediacy and performance ownership that will help us become a world class manufacturer.

Kirk Connors - Vice President of Operations, CytoSport, Inc



CytoSport, Inc. is one of the largest sports nutrition companies in the United States and provides high quality nutritional products to help athletes and active lifestyle individuals achieve their peak performance potential. The company was founded in 1998 by father and son duo Greg and Mike Pickett, and operates its NSF International GMP for Sport™ registered facility at its headquarters in Benicia, Calif. The CytoSport, Inc. team is dedicated to working with sports scientists, coaches and trainers to redefine protein-enhanced products to promote workout recovery, lean muscle growth and sustained energy. CytoSport, Inc. products include a complete line of powders, shakes and bars, including the Muscle Milk® brand, an award-winning protein line used by professional athletes, collegiate athletic departments and fitness enthusiasts everywhere.

To meet increasing customer demand, CytoSport, Inc. recognizes the need to constantly improve plant performance which means having timely, accurate intelligence deployed at every level; adopting Overall Equipment Effectiveness (OEE) as the key overall metric; removing arduous paper trails; reducing downtime and hidden losses; transferring performance ownership to the shop floor teams and arming them with the right tools to be able to make immediate corrective action.

CytoSport partnered with Redzone, the next generation of iPad based Continuous Improvement technology, to transform their operation with minimal impact and maximum results. Redzone is a mobile Continuous Improvement System that combines real time manufacturing performance reporting such as OEE (Overall Equipment Effectiveness) with Quality Control and online kaizen capabilities. The system has built-in action management and communication capabilities to drive improvement. The system will take less than a week to deploy plant-wide with supervisors and operators having immediate intelligence available. The workplace teams will then begin kaizen events, supported by their Redzone coaches, within weeks of implementation. They are on track for at least 5 percent efficiency uplift within 90 days.