

REDZONE



Farmer's Rice Cooperative kicks off 2014 with a new Lean approach

Ready to reshape 2014, Sacramento, CA based Farmer's Rice Cooperative joins Redzone and is fully implemented, capturing real-time plant performance in less than a week from their project kick off!

CUSTOMER BRIEF

KEY PROJECT GOALS

- 5% efficiency uplift
- Margin expansion
- Improve line run rates
- Introduce continuous improvement & review structures to shop floor personnel that stick
- Real-time plant performance intelligence



We found Redzone to be the only system designed for companies like us that need a system to take our continuous improvement focus to the next level but do it in a very cost competitive way.

- Steve Ellis, VP Manufacturing,
Farmer's Rice Cooperative



With a keen and invested customer community Farmer's Rice Cooperative have undertaken a number of continuous improvement initiatives to stay ahead of the competitive curve. While many of these endeavors generated improvements it has been difficult to maintain these step changes because the technology tools and review structures necessary to make new habits stick has not been available. Farmer's Rice Cooperative recognized that the critical components in addressing this was to have a system in place that provided automated real time intelligence, removed arduous paper work and provided visibility and management of their lines. This technology foundation also needs to be designed with the needs of the shop floor personnel in mind. Until now, the systems they reviewed were too costly and impractical from a workforce user adoption perspective.

Redzone has eliminated these barriers. It is the first mobile Continuous Improvement System (CIS) that is run on iPads, can be deployed throughout an entire plant in under a week with no disruption to production and requires minimal hardware.

Its built in continuous improvement operational efficiencies and capabilities deploys a regimen of best practices that becomes embedded into the day-to-day activities of the teams. Farmer's Rice Cooperative is confident that this new and progressive approach to continuous improvement and operational efficiencies will increase margins and generate 5% uplift in efficiency in under 90 days. Live in under a week the shop floor teams are already carrying out Kaizen events and generating improvements.



We're committed to all the methodologies of Continuous improvement especially those that make changes stick. Redzone is an iPad-based app that comes configured with a continuous improvement process designed to instigate the best habits and review structures to ensure improvements stick. With only a two day implementation we can focus on doing kaizen events that generate cost savings rather than a software implementation that takes months to go live.

- David Baffoni, General Manager-Operations, Farmer's Rice Cooperative

