

REDZONE



Guittard.
CHOCOLATE COMPANY

The 1st mobile Continuous Improvement System comes to one of the oldest American chocolate producers

One of the oldest chocolate producers in America embraces next generation technology with the latest iPad based plant floor productivity tools.

CUSTOMER BRIEF

KEY PROJECT GOALS

- 5% efficiency uplift
- Optimize & standardize shift to shift performance
- Introduce common language of performance across the organization (OEE)
- Identify and eliminate key process and downtime bottlenecks
- Introduce continuous improvement & review structures to shop floor personnel



Having real-time plant intelligence in the hands of our shop floor teams is critical if we are to really empower them and direct us to make the quickest payback for more efficient production. The mobile nature of Redzone with its use of iPads is transforming our workplace at every level.

- Gary Guittard, Owner/CEO,
Guittard Chocolate Company



The Guittard Chocolate Company is an American-based chocolate maker that produces chocolate using original formulas and traditional French methods. The company is headquartered in Burlingame, California. It is one of the oldest continuously family-owned chocolate companies in the United States spanning four generations.

The company produces cocoa, chocolate syrup, milk chocolate balls, chocolate bars, eggs, baking chips, as well as mints and mint wafers. It sells to pastry chefs, consumers, and wholesale customers.

Consistently growing over a 145-year period is testament to Guittard Chocolate's enterprising approach to productivity. Not afraid to introduce new methods Guittard have maintained their customer base and stayed ahead of their peers. This journey continues with the implementation of Redzone. As competition and capacity remain key challenges Guittard are looking for innovative ways to bring clarity to their performance standards, optimize and homogenize performance across shifts, introduce real-time performance transparency and introduce common metrics to the workforce. Even with a loyal and tenured workforce this has been a challenge to achieve without technology tools designed to support a busy and dynamic workplace.

Over the recent years, all data acquisition has been manual and as their Plant Manager Richard Terhell said, "Our supervisors spend at least 30 minutes per shift collecting & reporting data." Redzone is the 1st mobile Continuous Improvement System (CIS) that is designed to run on iPads, work in real-time and encourage standardized work practices.

Unlike all other data acquisition systems, Redzone is live in under a week and requires minimal or no infrastructure costs and production disruption. Redzone will enable Guittard Chocolate Company to instigate kaizen events within weeks of deployment and they full expect to achieve 5% efficiency uplift in less than 90 days. With its inbuilt continuous improvement capabilities the Redzone initiative will also introduce industry leading lean techniques to the workplace and the teams will be guided through a well-proven kaizen cycle. Empowering the workplace to take ownership for downtime and performance losses is a significant part of the Redzone initiative.