



Nutiva® embraces 'social' iPad technology to spur on yet more productivity.

Nutiva® embraces Redzone to accelerate performance and engage the workforce in continuous improvement with iPads and social technology.

CUSTOMER BRIEF

KEY PROJECT GOALS

- 5% efficiency improvement
- Optimize raw material usage across the plant
- Address hidden and recurring downtime
- Encourage competition and reward amongst the workplace teams
- Empower the shop floor with information, skills & structure
- Instigate culture of Continuous Improvement across the entire workforce
- Create 'real-time' culture of action



We love that Redzone has embraced today's social communication technology such as chats and alerts. It will make our plant a visual one where healthy competition and recognition encourages our employees to raise productivity and enjoy it

John Roulac, CEO/Founder, Nutiva



Based in Richmond, CA, Nutiva® is the world's best-selling brand of nutritious and all-organic hemp foods, extra-virgin coconut oil, red palm oil and chia seeds. Since 1999 Nutiva® has donated \$1 million dollars by contributing 1 percent of sales to sustainable-agriculture groups for programs that enrich the soil and support a healthy world.

No strangers to innovation or change they have been spearheading astronomic growth since their inception. They are now at a point in their development where there is a need to establish a continuous improvement platform to act as the foundation for a world class manufacturing facility. Having already implemented some manual data collection initiatives the team at Nutiva® recognized that a technology backbone was needed to support these efforts. This would enable them to move away from the arduous manual systems that bogged the teams down in paperwork and effort.

They have turned to the Redzone Continuous Improvement system to underpin these initiatives and bring a cohesive structure to their productivity endeavors. Redzone is a Continuous Improvement System that makes great performance stick. It combines real time manufacturing performance reporting such as OEE (Overall Equipment Effectiveness) with online kaizen capabilities. Working in a social framework it is an action management and communication tool to drive performance improvement.

This move to real-time intelligence will help to optimize the use of raw materials across the plant and keep the employees engaged through the action management, alerting and 'chat' capabilities. The 'coached'-in' support of the Redzone program will also help to drive continuous improvement techniques to the workplace teams. They are on track for a 5% efficiency uplift within 90 days.