



## Orlando Baking Company™ push for capacity uplift in under 90 days with Redzone

Orlando Baking Company™ are on track for a sustained plant-wide efficiency uplift with the help of Redzone and a new continuous improvement regimen.

### CUSTOMER BRIEF

#### KEY PROJECT GOALS

- Unlock latent capacity
- 5% efficiency uplift
- Meet increasing customer demand
- Eliminate Short Orders
- Improve communication throughout the plant
- Empower the shop floor with real-time information, skills and structure
- Instigate culture of Continuous Improvement across the entire workforce



**Redzone is helping us unlock the hidden capacity available in our plant so that we can confidently take on more demand and remain lean. Having real-time intelligence in the hands of our shop floor is the next step in our continuous improvement journey.”**

– John Anthony Orlando, VP Ops,  
Orlando Baking Company™



Orlando Baking Company™ is a family organization founded in Castel di Sangro, Italy in 1872. This original bakery is still in operation today. In 1904, parts of the family located to Cleveland and re-established the traditional baking methods for European classics and now produce over 250 varieties of fresh and frozen hearth baked breads, rolls, and specialty items. Their product line includes: Italian, French, rye, and wheat breads; an extensive variety of subs, hoagies, kaisers, and hamburger buns; and one of the largest varieties of dinner rolls offered by any bakery.

After attending a Lean Tools Customer Showcase event at Roskam Bakery, Orlando Baking Company™ have embarked on the Redzone productivity initiative to help drive efficiency and unlock latent available capacity within their facility.

Their established loyal customer base are making ever-increasing demands on their production capability so it has become imperative for Orlando Bakery Co.™ to re-energize their plant floor by stabilizing performance, improving run rates and reducing downtime.

Having previously eliminated MES solutions as an overly costly solution they were surprised to find that the Redzone SaaS (Software as a Service) technology was cost effective, and ultra simple to deploy.

Redzone is a mobile Continuous Improvement technology that combines real time performance reporting with kaizen capabilities and is deployed out on the shop floor through iPads within a week. Implementing key performance metrics such as OEE and identifying the common ‘1-2 minutes stoppages’ that are regarded as ‘normal’ will bring performance transparency into the workplace. The ‘coached-in’ continuous improvement regimen that supports the technology deployment provided by the Redzone coaches will then arm the teams with the right tools and techniques to eliminate common problems and blockages.

As well as identifying additional capacity opportunities this step change in performance will help improve margins by reducing overtime and increasing the units per man-hour.

The team at Orlando Baking Company™ is looking forward to driving 5% efficiency uplift and unlocking an additional 8 million buns/units for customers in under 90 days.