



**Primrose Candy Company on track for 5% efficiency improvement in under 90 days with Redzone.**

Primrose Candy has embraced Redzone to help drive a 'real-time' culture of action on the shop floor.

## CUSTOMER BRIEF

### KEY PROJECT GOALS

- 5% efficiency improvement - 1.1m lbs per year
- Real-time intelligence and alerts
- Track and reduce intermittent stops
- Address hidden and recurring downtime
- Drive ownership & accountability down to shop floor
- Empower the shop floor with information, skills & structure
- Create 'real-time' culture of action



We get multiple advantages with Redzone. I have real time reports on operational and financial metrics that I can easily use for board meetings. Second, Redzone gives us the platform to build and sustain our continuous improvement efforts on. The third key is the Coaching. The Coaching is what makes the Redzone program so attractive because it is a turnkey improvement system engageable through iPads. This ensures success and sustainability. It may sound folksy, but I rest easy knowing there's little risk in buying Redzone.

- Michele Puch, Controller,  
Primrose Candy Company ”

Headquartered in Chicago, IL, Primrose Candy manufactures confections using both old world candy making techniques and state of the art equipment in its 130,000 square foot facility. Over 80% of the business is derived from private label and contract manufacturing. Primarily a hard candy manufacturer for the first 40 years of the company's history, Primrose expanded in the late 1960's to include chewy candies like caramel and salt-water taffy. Popcorn confections were added later. In addition to candy, Primrose is also making private label nutraceuticals, manufacturing candy base, and adding various active ingredients.

As part of their ongoing drive to improve performance Primrose have implemented the Continuous Improvement system Redzone in around a week.

With limited access to real-time accurate intelligence and a structured process for reviewing performance at the shop floor level, the team at Primrose have made the technology leap to mobile iPad devices that travel with the teams.

Through the Redzone initiative they have introduced the common metric OEE (Overall Equipment Effectiveness) and instigated continuous improvement events to help empower the shop floor to become self-directed and responsible for their own line's performance. Redzone is a continuous improvement system that combines real-time performance reporting with kaizen capabilities and is deployed on the shop floor through iPads. Working in a social framework it is an action management and communication tool to drive performance improvement that helps to create a culture where people react as issues occur.

Having contemplated other systems Primrose chose Redzone because of its unique hybrid offering. As well as a 'social' technology platform that is ultra simple in design, the initiative comes with a 'Coached-in' service where shop floor teams are taught how to manage CI events 'on the job' using the latest lean tools and techniques. It is this winning combination that will help embed the best working practices and lift performance in the long-term. Primrose is targeting a 5% efficiency improvement in under 90 days which will mean an additional 1+m pounds capacity per year.



Our plant has many areas and many long lines. Not being able to see the performance and operation of these lines and areas holistically in real time is a handicap. Redzone puts real time performance intelligence into the mobile phones of our managers and supervisors. We use Redzone's features and real time information to drive daily best practices, like Short Interval Control Huddles. We are now able to be proactive to problems and correct performance immediately. Supervisors are on the shop floor where they're needed with Redzone, not chained to a computer sitting on a desk. For me and my team, that's a huge leap forward and a big advantage in running a complex operation.

- Nicole Puch, Vice President Operations, Primrose Candy Company ”