



Organic dairy producer makes the leap to 'social' technology in bid to maximize efficiency.

Straus Family Creamery is taking production intelligence mobile to optimize performance and to empower employees in maximizing efficiency. Within weeks of the Redzone introduction, they deployed iPads to their production line teams and provided them with real-time data designed to make corrective action easy and immediate.

CUSTOMER BRIEF

KEY PROJECT GOALS

- 5% efficiency improvement - 148k additional cases of product
- Increase cases per minute
- Eliminate speed variances between changeovers
- Address hidden and recurring downtimes
- Increase ownership and accountability at production lines
- Empower teams with information, skills and structure

“

Because Redzone uses everyday social technology features such as chats and alerts, our production teams are increasingly empowered to take ownership and corrective actions right as issues occur. Having real-time data at hand on iPads has made a tremendous impact on how efficiently our lines are running. It is a joy to see how our employees are engaging with the technology and are stepping up to help us maximize our capacity.

- Robert McGee, President,
Straus Family Creamery

”

Founded in 1994, Straus Family Creamery is a family-owned and operated business, dedicated to making the highest quality and minimally processed organic dairy products. Located in the small town of Marshall on the Northern California Coast, the Straus dairy was the first certified organic dairy west of the Mississippi River and Straus Family Creamery the first 100% certified organic creamery in the United States. Always a pioneer, and an integral part of the organic food movement, Straus Family Creamery is looking to expand their production as the market for organic products continues to grow and customers remain loyal to the brand. Rapid growth of the organics industry and continuously increasing demand for organic dairy products also creates growing demands and challenges for Straus Family Creamery's facility, asset base and working practices.

Before Redzone, their methods of tracking downtime and analyzing productivity issues were manual and reactive. In order to improve productivity and unlock latent capacity opportunities, they needed to embrace new work methods, implement supporting technologies and instigate a continuous improvement regimen that would be owned and executed by their manufacturing line teams.

They turned to the Redzone program because it is the only one of its kind to deploy social mobile technology on iPads that is supported by a 'coached-in' Continuous Improvement methodology designed to achieve results within weeks. Having evaluated other MES systems and a pure consulting route, Straus Family Creamery was convinced by the 'hybrid' approach that aims to address all areas of the productivity challenge - people's behavior, supporting technology, job design and organizational best practices.

Redzone is a mobile plant performance intelligence technology that runs on iPads. Implemented plant-wide in under a week it arms shop floor personnel with real-time intelligence to drive actions and accountability. It comes with built-in routines and habits designed to embed the best working practice every shift, every run. To support this, the initiative also includes a proven continuous improvement program designed to introduce the best in lean techniques to the workplace and realize improvements immediately.

More than just a social network, Redzone transforms the way the shop floor collaborates around day-to-day manufacturing challenges, while providing real-time intelligence to executives and their teams. Redzone enables the workforce teams to communicate, escalate and improve through news-feeds, work-chat and alerts.