



Workplace empowerment goes mobile at Fresca Foods

Shopfloor workers at Fresca Foods were delighted to be engaged with real-time production intelligence through iPads in under a week!

CUSTOMER BRIEF

KEY PROJECT GOALS

- Increase throughput to unlock capacity
- 5% efficiency increase
- Have real-time visibility to enable shop floor team to take immediate action
- Eliminate manual paper collection
- Reduce non-value added administration
- Accurate intelligence to drive capital decisions
- Transfer sustainable Continuous Improvement model to workplace teams

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Redzone at Fresca Foods is all about how we can improve the lives of our operators so they help us to optimize performance and reduce cost. We are looking forward to learning and sharing our experiences with other progressive food producers within the wider Redzone CI Community.”

- Todd Dutkin, CEO
Fresca Foods, Inc

Colorado-based Fresca Foods has a twenty year heritage of producing and marketing a wide variety of natural and organic food products; including granola, nutrition bars, popcorn, crackers and salsa. Fresca partners with entrepreneurs who have innovative products and make wholesome foods in a responsible way. Their rapid growth has created an increasing level of manufacturing complexity including an expanding workforce, capacity constraint challenges and an ever-expanding administration burden for the workers. Keen to build upon their existing continuous improvement focus and empower the shop floor teams with information and skills to drive quick action, Fresca Foods turned to the Redzone Production System and its wider Continuous Improvement Community it nurtures to help embed best practices.

Redzone is a mobile 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 deployed on iPads throughout the workplace. Working in a social framework it is an action management and communication tool to drive performance improvement. It comes supported by a 'coached in' skills initiative that introduces known continuous improvement tools and techniques to the workplace teams. This helps to embed a strong culture of improvement and ownership that lasts.

Live within a week, the teams at Fresca are already focused on specific Kaizen events to drive performance improvements. It has provided factual intelligence to support quick decisions and will eliminate arduous paper trails, help to reduce downtime and hidden losses while transferring performance ownership to the shop floor teams. They are on track for a 5% efficiency increase in less than 90 days

Fresca Foods has joined the Redzone community, where 100% customers have delivered ROI in less than 90 days and the average efficiency gains were 6.6% points of OEE, which is equivalent to an 11% productivity improvement.