

ARTENAY CEREALS



Improve new products development and new products launch processes

"It became crucial to improve our responsiveness while preserving our products quality while competing with high profile global brands."

CEO of Artenay Cereals

About Artenay Cereals

Artenay cereals is the leading French manufacturer of cereal bars and muesli in the private label market. The company has an advanced and reliable technology that enables them to offer stable product quality.

Artenay cereals is ISO 9001 certified regarding its quality process including manufacturing, packaging and trading.

Artenay Cereals led a follower strategy. Since they are well-known and their products quality is recognized, they started to develop new products to gain market shares.

As changing a global strategy is always tricky, they decided to implement Lascom CPG solution to better manage this new approach.



Why Lascom CPG ?

Artenay Cereals adopted a new process to better manage new product launches and more specifically the product development stage.

About twenty products are in development stage at any moment. Moreover, as existing products are constantly improving, changes must be efficiently managed.

Artenay Cereals implemented a new system to define a reliable products portfolio in their database. Thus client's specifications and new products files will be easier and quicker to produce. The electronic database also allows a better collaboration between clients, suppliers and Artenay. All parties can better find information, documents and data about any products.

To be able to continue to comply with the ISO 9001 label obtained in 1994, the company had to invest in a powerful design tool.

Artenay key figures :

- 130 employees
- €29 million turnover in 2009
- ISO 9001 product development, manufacturing, packaging and trading certified
- HACCP compliant

Lascom CPG solution

Lascom is able to offer an efficient product repository to centralize all data and documents. Users can access new product development and launching information from an easy and secure web-based interface. Security is an essential component of our solution. Access rights must therefore be tightly monitored and at the same time be easily adaptable.

Access rights are configured regarding different roles in the product development:

- To follow clients' specifications and internal projects advancement (Business)
- To provide information needed to create new products or update existing ones (R&D)
- To select items regarding their composition in case of claims (Quality)

Beyond this repository, various standard functions are implemented and allow Artenay Cereals to:

- Search for products based on specific characteristics
- Trace the origin of all components used in a product
- Access the finished products in which these components are used
- Quickly understand the impact of a change on products
- Trace the decision makers who validated a component, product or a change
- Use an existing product as a template to create others as clones or with slight changes
- Automatically produce all associated documentation (specifications, datasheets ...)
- Improve formulation tasks

Benefits

After Lascom CPG implementation, Artenay sales turnover grew 30% throughout the following year.

Due to a single repository implementation, Artenay was able to compete for certifications and acquire the IFS 4 (high level) and BRC 4 (Level B).

Artenay Cereals considers Lascom CPG solution as a competitive advantage on the market place to better manage its development process.

According to Artenay CEO :

- « Lascom CPG is the right solution for us to track the development process and to benefit from a single repository. This repository is an ideal tool to exchange information with our clients and suppliers.
- «This repository is a tremendous advantage for our company. We are now able to deliver on time documentation related to our products. Our clients are very happy».