



Lascom



*Bolthouse*<sup>®</sup>  
FARMS

Bolthouse Farms reduces delays, eliminates re-keying, and enables enterprise-wide visibility with Lascom's PLM

Bolthouse Farms is North America's market share leader in growing and distributing fresh-cut carrots and offers 'all things carrot', including fresh and frozen whole carrots, carrot sticks and chips, carrot chilled juices and smoothies, and pre-cut and pre-peeled baby carrots for both retail and food service customers. Known for high-quality consumer brands and innovative products, Bolthouse also produces and sells super-premium fruit juices, smoothies, protein shakes and café beverages in addition to a line of premium yogurt dressings and oil vinaigrettes.

The Bolthouse Farms mission is to inspire and change the way people consume healthy foods and beverages. Founded in 1915, Bolthouse was bought by Campbell Soup Company in 2012.



*"Our goal of a single, reliable, and secure source of product information that we can all tap into has been achieved. We're very happy with the support we received from Lascom to make this project a success"* - Raj Gandhi, assistant controller operations accounting at Bolthouse Farms

## A FEW FIGURES

- **Founded in 1915**
- **Sales of \$689M**
- **210 employees**
- **Acquired by Campbell Soup Company in 2012**



# 1 THE CHALLENGE

While Bolthouse has always been an innovator since marketing the first bagged carrots to retailers in 1959, the pace has picked up substantially since the launch of its super-premium juices in 2003.

Over the past 8 years, Bolthouse's R&D staff has grown by 500% and now supported by a new \$5 million, 17,900 square-foot Innovation Center designed to help the company accelerate its research and development efforts. With 10 to 15 new product launches and as many as 30 product modifications per year, managing product development information was becoming a serious challenge.

Formulation, ingredient, and product specifications, along with related information, were stored in lab notebooks, hard-copy file folders, and

on individual PCs making shared access extremely difficult.

Historical data was very hard to track and often lost when people moved on to other jobs.

Additionally, key stakeholders in quality, procurement, cost accounting and other supporting functions maintained their own separate files, templates, and information which created delays, duplicate efforts, and data inconsistencies when collaborating on key projects.

With senior executives pushing to increase Bolthouse's innovation cycle, R&D management decided they needed a tool to improve their innovation processes and resolve these problems.



## 2 WHY LASCOM SOLUTION?

Bolthouse began to search for a cost-effective solution that would meet the following key requirements:

- † Easy to use
- † Customizable
- † Sophisticated features, such as advanced search, where-used, and comparisons
- † Integration with Excel and ESHA's Genesis Nutrition Label Software
- † Support for a wide range of information types
- † R&D focused but expandable to support other departments

After a review of several vendors' offerings, Lascom CPG R&D Solution was selected because it fully met all of the R&D requirements and was by far the most cost-effective.



To discover in detail our functionally modular solution and its NPD dedicated features, please download [our brochure for the Food & Beverage industry.](#)

### 3 THE SOLUTION

Today, Bolthouse's Lascom CPG R&D Edition solution manages almost 400 products, 700 ingredients and supports over 70 users in R&D, procurement, quality, cost accounting, and production. Some of the key solution features include:

- † Central management of all product and ingredient specifications, including all related documents, manufacturing process steps, and historical information
- † Powerful, yet easy to use document searching and reporting tools
- † Advanced specification comparisons for products and ingredients
- † Ability to electronically upload product BOMs to the ERP system after cost-accounting review
- † Integration with Microsoft Excel to create, review, edit, simulate, and optimize product formulations
- † Integration with ESHA Research's Genesis R&D system to synchronize nutritional data with R&D Edition's central information repository.
- † Integration with Microsoft Word to automatically produce formatted product specifications, quality analysis templates, procurement ingredient specifications, production batch sheets and other key documents, saving time and eliminating errors

Bolthouse plans to add future enhancements to the CPG system including a Review and Approve workflow to manage all new product approval cycles and is considering utilizing Lascom CPG to centrally manage information in the following areas:

- † Packaging material
- † R&D equipment and parts
- † Blue sky ideas and new product requirements



*Lascom's willingness to spend considerable time onsite was a real benefit for us. In addition, as we started implementing the system we discovered several key features, such as automating our approvals process, which we didn't think we needed but have added a lot of value -*  
**Jason Huebsch, Bolthouse's R&D director for beverages**



## 4 KEY BENEFITS

Lascom CPG R&D Solution cost-effectively manages all the data, parameters, requirements, specifications, templates, documents, and other information associated with Bolthouse's product development activities. In doing so, product developers save time, retain valuable historical information, and can more easily reuse existing product information in developing new products.

Additionally, by avoiding having to distribute proprietary product information via email, Bolthouse's intellectual property is now considerably more secure. Finally, collaborating departments can now access a single version of the truth and maintain a coherent view of all product development information.

### ABOUT LASCOM

Software developer and service provider since 1989, Lascom offers a comprehensive Product Lifecycle Management (PLM) solution designed for the food and beverage industry: Lascom Lime. PLM software enable companies to accelerate innovation, foster collaboration, reduce time to market and ensure product compliance.

Lascom's modular solution supports leading companies with tools designed to meet the operational needs of company departments, from marketing to quality including R&D and regulatory affairs.

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