



EMERALD FOODS SHARES ITS PLM SUCCESS



How the leader of the New Zealand's ice-cream market increases resource efficiencies thanks to Lascom's PLM

COURTESY OF



The world has enough highly-processed, average ice cream. At Emerald Foods our incredible natural environment attracts people from all over the world to our naturally superior ice cream pure and simple. In fact we've been turning the best cream & milk in the world into pure joy for over forty years.

Our promise? Only fresh cream delivered from local farms to our factory every morning. Grass fed herds. No GMO. No oestrogen. No growth hormone. Traceable. Safe. Turning fantastic dairy into delicious ice cream.

That's the secret. Enjoy.



Since our humble beginnings in the city of Christchurch we've continued to combine nature's ingredients in effortless ways, creating ice cream that's just meant to be.

This is ice cream that sweeps you away into our world of flavour. Here we have a saying: when things go together, the fun lasts forever.

It's simply, New Zealand Natural...



Creating masterful ice cream doesn't just happen. It's a process that takes years of practice, discovery and refinement to perfect. Over the years, we've made an art of it, creating indulgent flavours and textures that delight. And much as South Island prospectors sought out their fortune back in the day, we'll continue to hunt for new richness, fossick for new methods and uncover new flavour combinations – sometimes in the most unexpected places – until we find exactly what we're looking for. Killinchy Gold, Masters of Premium New Zealand ice cream.

“That's the secret. Enjoy.”



Kiwis have been loving our Zilch Reduced Fat Ice Cream since the early 2000s. We are totally committed to making the best reduced fat, no added sugar Ice Cream on the market.



Fun and full of flavour, Chateau has been crafted for ice cream scooping outlets where a wide range of flavours and affordability is important.

1 CHALLENGES AND GOALS

Before contacting Lascom, Emerald Foods' product development departments suffered critical, yet easy-to-solve, and widely industry-spread pitfalls. The Research and development (R&D) team formulated in spreadsheets and separate documents, the ERP system was not interfaced with the product development solution and specifications were systematically keyed manually.

These practices alone can cause considerable drops in **time and resource efficiencies**. And the phenomenon would be amplified by the very nature of Emerald Foods' portfolio. With every brand carrying its unique value proposition, guaranteeing that finished products meet quality and regulatory requirements is highly critical.



When looking for a product development solution, Lascom teams were the only one to come on site to initiate a face-to-face relationship. They managed to render PLM concepts intuitive and easy to grasp. Lascom truly gets the best practices in our industry and that echoes in the solution.

Sophie Shaw, Emerald Foods



2 LASCOM'S SOLUTION

In the initial scope of the project, we answered Emerald Foods' needs through 3 main elements.

First, we implemented our **specification management module** in order to guarantee **data consistency** and to **improve collaboration** between all the departments involved in the product development process. The unique and central information repository **secures and protects** Emerald Foods' sensitive data while allowing easy editing, comparison, analysis and approval related to new products, packaging and other critical projects. Emerald Foods' teams are now able to **easily access all the information they need exactly when they need it**. This makes decision making more efficient, effective and accurate.

Secondly, we aimed at **boosting overall productivity**. To do so, we integrated the **formulation and labeling tools** which include, among others, nutritional analysis, recipe management and labeling creation. Prototype management and product information generation and approval are no longer obstacles. The inherent complexity of ice cream formulation-related calculations was challenging but ends up **showing how powerful and flexible our solution can be**.

Finally, in a close collaboration with Emeralds Foods' IT team, we set up the **ERP interface** to ensure a **seamless flow of information** during the critical transition from design to production.



We found in Lascom's solution a holistic program able to interact with both manufacturing and technical specifications. It definitely is a precious timesaver and error waiver which frees the mind and skills of our formulators.

Sophie Shaw, Emerald Foods

3 RETURN ON INVESTMENT (ROI)

70% faster new product formulation

60% faster information flow

20% faster research, access and sharing of documents

30% decrease of specification and labeling data error risk



We got used to it quickly and our teams find the solution 'pretty easy to use', to take their own terms. Overall, we have a great experience with the software and haven't used it to its full potential yet. It helps us save tremendous amounts of time and streamline specific processes of our design chain. The first phase of the project delivered its promises. Now we need to roll out the next steps.

Sophie Shaw, Emerald Foods

4 WHAT'S NEXT?

After 2 years using our solution, Emerald Foods wants to go further and enrich the functional scope of the software. The next steps are already planned and consist in **upgrading the solution to our latest technological platform**

Lascom Lime. Additional features, such as **analysis management** and **non-conformity management**, should be implemented in order to expand and consolidate Emerald Foods' control on the critical steps of their design chain.

Emerald Foods' initial context may sound like a trivial situation for any small or medium-sized food manufacturer. While this is regrettably true, experience taught us it will eventually lead to large-scale consequences: product non-compliant to regulations, biased decision-making, inconsistencies in requirement tracking, etc. And even if most companies manage to keep their place in the competition, this organizational brake prevents them from setting themselves apart and building a more prosperous future. Check our blog post "[SMBs' digitalization must also go through PLM adoption](#)".



ABOUT LASCOM

Software developer and service provider since 1989, Lascom CPG offers a full Product Lifecycle Management (PLM) solution designed for the global food and beverage industry. The PLM software enables 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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