

Case Study

Branova Ltd

16 employees, based in Dewsbury

Dominic Barnes, Managing Director

“MAS consultant, Dean Morgan of MCCR & Associates, carried out a diagnostic report and advised us on setting up a manufacturing unit from scratch and even sourced the bottling machine for us. His advice was spot on and we now have a 21st century manufacturing facility which has enabled us to keep pace with the growing demand for our products .”

Company Profile

Branova Ltd markets a range of world-class, innovative products exclusively through distributors and is backed by Branta Group Ltd, which has been in the cleaning products market since 1929.

Utilising the experience within the Group, Branova was formed in 2000 to offer effective, value-for-money products through the distribution chain. Branova developed new ideas and concepts in the cleaning products market, including environmentally friendly Zybox.

Zybox is range of microbiological cleaning products which use carefully selected micro-organisms to take away the cause of smells such as urine, vomit and other hard to shift organic sources.



Background

The recent ‘no smoking’ ban in public places (including pubs) and a phenomenal take-up in the care home market, has resulted in a boost in business for Dewsbury-based Branova.

Following a period of outsourcing the product manufacturing, last year Branova took the decision to bring production in house. However, it was quickly realised that they would need expert help and advice on where to start and decided to call in the Manufacturing Advisory Service to guide them.

Key Achievements

As a result of a 10 day operational management systems project, the company has achieved the following:

- An overall cost reduction of 65% has been achieved compared with sub-contracted charges.
- Additional Gross Value Added of £59,000 per year has been achieved.
- A greater flexibility in supply has been recognised.
- One new job has been created.
- Turnover is expected to rise by £125,000 in anticipated growth of Zybox sales.
- Overall equipment effectiveness in set-up times has risen by an estimated 200%, from 2lts per min to 8ltrs per min.
- An additional £50,000 has been invested in the business, including refurbishment of the manufacturing area and provision of an automated filling line and conveyor system.

Making it Happen

MAS consultant Dean Morgan was called in to provide direct manufacturing and operational expertise to support Branova in introducing their manufacturing capability. His priority was the implementation of new procedures, and helping the business to identify and implement operational structures to support the changes.

Firstly, a detailed review of the margin and cost model for the move from sub-contracted to own manufacture was produced so the rationale behind it could be fully understood.

A number of Lean manufacturing techniques and approaches were then implemented alongside the new equipment so it could be used to its full potential from the outset.

The management and operating teams were guided through the new systems and were fully introduced to the routine work schedule covering operational productivity, risk reduction on environmental impact and health and safety issues.

With Dean's help, a thorough review of supply chain options on materials and services was then carried out. This helped the company to identify suitable external business relationships that would assist and support the extension of technical awareness for the business.

The team worked to develop and produce a new set of methods and procedures for management, including employee development needs, to ensure that improvements really stuck long-term.

To ensure its continuing success, procedures were implemented that allowed operational business performance to be monitored. All new systems were then fully documented.

Branova's manufacturing facility is now fully operational and has helped the company to save a staggering 65% in overall cost reduction compared with their past sub-contracted charges .

What Branova people said:

"We can now show customers round a production facility that anyone would be proud of. The quality of product produced is now first class and we can now implement new products quickly and easily ."

Steve Brewer,
Business Development Director

"Introducing a brand new manufacturing process was going to be difficult but with Dean Morgan's help it wasn't! We now have a state-of-the-art bottle filling operation that has significantly reduced costs, stock and lead times and increased profitability ."

Tony Bishop,
Operations Director

About MAS

MAS is a national DTI initiative, delivering practical, hands-on manufacturing advice and expertise to help you improve your performance. Delivered by experts with real-life knowledge and experience, MAS has already given advice to hundreds of businesses in Yorkshire & The Humber. Why not see how MAS can help your business?

For more information

If you feel your business could benefit from MAS, why not complete your details below and fax to us on **0113 368 5261**. You can also contact: enquiries@mas-yh.co.uk or visit the website www.mas-yh.co.uk

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