

Co-Packer for Fortune 250 clients uses PackManager™ to win more business

AT A GLANCE

COMPANIES

Market Resource Packaging (MRP) is a \$20 million company that provides co-pack services to Fortune 250 clients such as AOL, Cadbury, Johnson & Johnson, Unilever, Starbucks, Revlon and Godiva Chocolatier.

CHALLENGES

- Needed a sophisticated solution to more efficiently service existing Fortune 250 clients and win additional business.
- Required real-time visibility, costing and performance management system.
- Needed a solution that would integrate with their clients' systems.

SOLUTION

MRP implemented PackManager to meet the needs of their large-scale clients across the country.

RESULTS

- All sites were amalgamated onto one comprehensive system.
- Management now has all the information they need to benchmark and improve performance.
- All operations offer consistency across MRP's entire client base.
- Automated, real-time inventory accuracy and traceability.

BACKGROUND

Market Resource Packaging (MRP) is a \$20 million company that provides co-pack services to the automotive, confectionary, consumer electronics, cosmetics/personal care, food and beverage, health and beauty, healthcare, household consumer products, pharmaceutical, and telecommunications industries. Their clients include AOL, Cadbury, Johnson & Johnson, Unilever, Starbucks, Revlon, Godiva Chocolatier, as well as other Fortune 250 companies.



An industry leader for over 18 years, MRP has over 1000 employees, 260 state-of-the-art packaging lines, and a reputation as one of the largest and most prestigious companies in the industry. They have a total solution approach that allows them to operate as an extension of their clients' own operations. To continue offering the high-quality service they are known for, MRP needed a solution that would help streamline their processes.

CHALLENGES

AUTOMATING OPERATIONS FOR VISIBILITY AND CONSISTENCY.

MRP was using an automated system for project management, but it no longer met their needs. They depended on paper-based spreadsheets for their accounting and estimating processes, which lacked visibility and ease-of-use, and left room for error.

MEETING THE NEEDS OF FORTUNE 250 CLIENTS. Because MRP works with extremely sophisticated clients, they needed an equally refined, best-of-breed solution that would globally automate processes and streamline operations.

REAL-TIME VISIBILITY. With an eye to optimizing overall processes, improving accuracy and enhancing responsiveness, MRP needed to implement real-time visibility, costing and performance management systems with anytime, anywhere access.

INTEGRATION WITH CLIENT SYSTEMS. MRP was looking for a solution that would integrate seamlessly with their clients' systems; as part of a proposal for a significant business opportunity, MRP was required to demonstrate that their system could work with the potential partner's systems and requirements.

SOLUTION

MRP chose to implement PackManager to improve their processes, increase accuracy, enhance service to existing customers and win new accounts. They implemented PackManager at one facility to start, and then extended it to all other operations, including the flagship facility, shortly after the initial launch. Affordable monthly fees, an easy-to-learn interface and implementation in under a month got MRP started quickly at minimal cost.

“After implementing PackManager at our Whitestown, Indiana site, we saw rapid success controlling production, inventory and quality. This gave us the confidence to deploy the solution at MRP’s flagship facility.”

Joe Jaruszewski
President,
Market Resource Packaging

RESULTS

STREAMLINED OPERATIONS. With PackManager, all MRP sites have been amalgamated into one comprehensive system. Management has all the information they need to benchmark and improve performance, and all operations are able to offer consistency across their client base.

“MRP’s ability to be responsive to customers’ needs has improved dramatically,” Joe Jaruszewski, President, Market Resource Packaging. “Inventory accuracy and traceability can now be performed at the touch of a button, with useful, real-time information available around the clock.”

ACCURATE QA. PackManager has allowed MRP to automate quality processes at receipt, shipment and during production, ensuring 100% accountability; the system tracks who performed each quality check and when it was completed. MRP is able to build QA templates for each client’s needs, customizing the checks for specific clients, products, line setups and more.

ANYTIME, ANYWHERE ACCESS. With easy online access, approved users can review reports and check status from any location, ensuring that operations are always performing optimally.

ENHANCED SERVICE OFFERING. PackManager has been a great sales tool. MRP has won several new accounts as a direct result of using PackManager; several Fortune 50 companies have partnered with MRP because they know the contract packager can be counted on for the visibility, traceability, accuracy and ease that PackManager-run operations can offer.

“After implementing PackManager at our Whitestown, Indiana site, we saw rapid success controlling production, inventory and quality. This gave us the confidence to deploy the solution at MRP’s flagship facility,” says Joe Jaruszewski, MRP President.

MRP has now implemented PackManager company-wide, resulting in improved efficiency and increased revenue at every one of their locations. Business has tripled in the last 12 months, and customer satisfaction is at an all-time high.

ABOUT NULOGY

Nulogy is a leading provider of specialized solutions for complex supply-chain challenges, and was the recipient of the prestigious Red Herring Global 100 award in 2008. Nulogy’s flagship PackManager is an Enterprise Performance Management (EPM) product suite that optimizes contract packaging operations through real-time management of inventory, production, costing and quoting. Nulogy’s PackPortal collaborative system for consumer goods companies efficiently coordinates workflow, performance and reporting of special packaging initiatives.

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