

# Competitive position of Disposables UK further enhanced by second Direct Company Support project

With annual sales of £16 million and over 90 employees, Disposables UK Ltd, based near Huddersfield, is a leading producer of paper based products, servicing the UK market and with an increasing successful export business.

The company has recently centralised all services within a dedicated manufacturing facility at Meltham, investing heavily in latest generation machinery and systems. A previous project, supported by the National Metals Technology centre (NAMTEC) Direct Company Support (DCS) scheme provided expertise to allow optimisation of the factory layout and operations and to maximise productivity and manufacturing agility.

Having seen such success from this first project, the company once again contacted NAMTEC for assistance in now streamlining its sales and production management systems. Having integrated a number of operations, the company sought a greater integration of the sales ordering and supporting processes. Not only had this the scope to improve operating efficiency, it would also have a positive benefit upon customer service, a quality the company holds in high esteem.

Making use of the NAMTEC DSC scheme once more, Brook Corporate Developments, a framework supplier, were selected to work with the company. Using a structured analysis approach, Brook Corporate Developments defined an appropriate Barcoding solution, working seamlessly with the existing production planning system, which streamlined goods in/out processes and improved stock management and rotation, whilst automating elements of the process to improve productivity and quality. In addition an Overall Equipment Effectiveness monitoring system was installed to give real-time key performance metrics from production to help drive lean manufacturing principles. Overall, this significantly reduced non value added materials

and good tracking as well as improving quality control and right first time output.

In parallel to these operational improvements, Brook Corporate Developments also established improvements to the Customer Relationship management (CRM) system to enhance Sales, Marketing and Customer Services. Thorough requirements gathering took place to identify the key fields, functions and workflows that each functional area would employ within the CRM, with current and future state documented within process maps.

For Sales, the order pipeline functionality was enhanced giving greater visibility of business opportunity, automated reporting and live lead time forecasting of production. For Customer Services the process workflow was replicated within the CRM with automated actions and communications developed to internal stakeholders to improve tracking and response to customer queries. For Marketing connectivity of operational systems to the CRM database was established to enable marketing to undertake campaign management from within the CRM system.

The project has further enhanced the competitive position of Disposables UK, enabling it to grow market share and positioning it to further exploit new opportunities, especially within the export sector. Managing Director Dave Burkill commented 'This project has enabled us to take the next step in our business development and pursue with real confidence new growth opportunities'.



Warehouse before start of project



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**Dave Burkill ,  
Managing Director  
Disposables UK**



Warehouse after project completion