

# G'S MAKES SWIFT AND SIGNIFICANT GAINS FROM NEW LABEL CHECKING APPLICATION

An innovative Anglia Business Solutions (ABS) label checking application has provided the UK's largest fresh produce grower G's Marketing with immediate productivity gains

**FOUNDED IN 1952**, G's Marketing Ltd has expanded to become the largest grower and producer of fresh produce in the UK.

From its headquarters near Ely in Cambridgeshire, the company services all sectors of the food business, including leading supermarkets, independent retail, food service and catering and food manufacturing organisations.

G's Marketing realised that the demands of the supermarkets for

The key was to ensure that the selected system supported all operations in ensuring timely deliveries of quality produce. The specific need was to reduce the risk of product mislabelling and improve productivity in the despatch department. G's discussed these requirements with its infrastructure partner, Anglia Business Solutions.

"We have always viewed investment in IT as an important part of our growth strategy," explains

increased amount of information required in the labelling process. With the high volume and variety of products going through the business, this was becoming a real issue for us."

The amount of information on labels has increased significantly in recent years due to traceability regulations and the requirements of the major retailers.

This has caused significant issues within the fresh produce industry, Potter explains: "Supermarkets are now demanding more details on their labels than ever before. This includes picked from location, country of origin, destination customer, product description, label colour, best before date, display until date and product class. When you add special offers to the labelling process, it is very easy to get it wrong."

The system is built using JDE Edwards OneWorld as the core system. The LINKFresh® LABELCheck solution, deployed by ABS, extends OneWorld by taking key information about products, customers and promotions and makes them available on a mobile device. This store and forward solution means that the application can be used without being connected permanently back to a network. This is an essential requirement, says ABS, as the label check solution is largely used in refrigeration units within packhouses or on rigs out in the fields.

Data is collected on the mobile device then is sent back to OneWorld. If an issue is found with a particular line, product managers

type of produce being tested, the customer and the set of tests to be performed. For example, head label for celery for Waitrose requires a different series of tests compared to a tray-end label for Tesco broccoli.

In addition, the operator can also perform a wide range of QC checks. These include temperature, colouration, bruising or testing for any number of crop diseases.

Set-up and management of the entire testing process is managed centrally. A change in requirements or new mandate from any one of the supermarket customers can be easily made available by a simple, single central change within the OneWorld application.

The system has halved the time taken to carry out the label checking activities as well as significantly improving the accuracy of the process. This has helped to improve productivity in the despatch department. However, the main benefit has been the significant reduction in the risk of product mislabelling.

Potter says: "Having on-line access to live labelling information has proved a real aid to avoiding EPW's. The number of validation checks carried out by the new system would simply not be possible using manual means. Our QC and despatch people are very pleased with the solution as it has removed much of the administration burden imposed by the previous paperwork processes.

"In addition, we now have access to a wide variety of management reports that are produced directly

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increased content and accuracy of the labelling process required additional resources.

Manual systems could no longer guarantee that errors would not occur and a new automated approach would be needed. G's decided it needed a totally integrated labelling solution that provided a dynamic flow of information across the company on the validity of labelling information.

group systems manager Terry Potter. "This involved the deployment of a sophisticated server infrastructure platform to extend the reach of our information systems across international boundaries.

"We have also deployed an integrated ERP solution to manage all of our business applications. However, we needed a combined QC and labelling application to assist our despatch people to cope with the



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are quickly alerted by email or text message to take mitigating action.

The LINKFresh LABELCheck application provides a simple to use multilingual user interface that enables an operator to run through a series of on-screen checks comparing a presented product label with all of the stored facets contained within OneWorld.

The mobile application establishes from the barcode on the label the

from the system. We have also shown it to a number of our clients who have been very impressed with the sophistication and ease of use of the system.

Overall, the LINKFresh® LABELCheck system has exceeded our expectations. The Anglia team have worked hard to understand our business and implement a system that precisely met G's Marketing's needs". ○