



Customer case

Our Installation and Start-up offering helped a European juice producer establish a foundation for reliable performance.

 **Tetra Pak**[®]
PROTECTS WHAT'S GOOD

Customer

Juice producer in Europe.

Challenge

Starting an operation in the JNSD business from scratch, the customer had to ensure a solid foundation for continued equipment performance.

Solution

Tetra Pak's tailored Installation and Start-up offering, to ensure a successful start of commercial operation after installation hand-over.

Service offerings

The Installation and Start-up offering included: Installation with certified performance, Technician Training, Operator Training, Operator Certification, Start-up Quality, Quality Performance Analysis, Quality Assurance Training, Parts Control & Performance Analysis.

Results

Performance and quality level was reached as per customer expectations. A stable foundation was laid for the customer to be able to maintain this benchmark on their own through expertise gained with the Tetra Pak solution.



Customer challenge

Well-known for its brand of mineral water, the customer has been a key player in the European bottled water market since the mid-sixties. With fruit juice consumption levels increasing rapidly, the company's owner decided to enter the JNSD market with their own brand of juices and nectars.

The owner knew that as a new player in the already populated juice category, they had to make a difference in many fields to establish a secure position for their new brand and business model. Therefore they chose to work with Tetra Pak in order to secure the success of the new venture. Besides choosing the Tetra Gemina Aseptic 1000 Square package as their main differentiator, they also wanted to create a best-in-class green field project which would deliver a production base with competitive operational cost levels and top quality. Investing in high technology equipment and operational IT systems was the first step on this challenging journey. More critically, they decided to have Tetra Pak expertise guide them during the start-up phase of the operation right through to launching on the market.

Our solution

Tetra Pak's Key Account team decided to recommend a tailored Installation and Start-up offering to the customer as the best way to address their needs. The company owner quickly grasped the value of investing in it and started the solution implementation.

To ensure factory staff had the competence needed to maintain the equipment, Technician Training on the filling line was organised and delivered by the Tetra Pak Technical Service team. As aseptic production requires strict hygiene and quality routines, the operator is a key figure in ensuring food safety, and that the desired end-product quality is achieved. Given their important role, operators were trained and certified by Tetra Pak instructors to make sure they knew how to run the machines in the safest, most efficient way.

With a brand promise of premium, healthy, and natural options for the consumers, product quality was a top priority for the customer.

Therefore Tetra Pak Aseptic Performance Support Specialists reviewed the entire customer operation and recommended relevant quality routines and procedures based on Tetra Pak best practices. Personnel coaching and follow-up of the implementation were also performed as part of the Start-up Quality offering.

“Ensuring excellent product quality right from the start is paramount. With Start-up quality as part of Tetra Pak's Installation and Start-up offering, we get guidance from the specialists right from the start”,
said the customer's Technical Director.

In order to be able to track product quality performance continuously, the customer made use of another Tetra Pak service offering – Quality Performance Analysis. With this service, the customer got a clear picture of where they stood in terms of product quality and identified the areas where improvements were needed. Last but not least, Quality Assurance Training was conducted where the quality of the packed product through all phases of the process, from raw product to the finished package, was covered.



Starting an operation from scratch, the customer wanted to make sure they had a smart way of handling their parts inventory as well. Therefore Parts Control was implemented, which included installation of a web-based parts inventory management system and recommendations on spare parts min/max levels for the customer's equipment.

With Performance Analysis as the last component of the tailor-made Installation and Start-up offering, the customer was able to establish Key Performance Indicators for their plant performance that would be monitored and analysed continuously. Measuring performance on a regular basis enabled the customer to get a good understanding of the operation and the optimisation actions needed.

Results achieved

The Machine Mechanical Efficiency report generated by the Performance Analysis tool indicated a very positive ramp-up curve and a stable performance level. The Parts Control offer with all its components was highly appreciated by the customer, as it helped them avoid unnecessary costs and administration right from the start. All the endeavours in the quality area paid off as well – the customer delivered on their promise of premium quality products, which was validated by a very positive consumer response.

“Four months ago we invested in a big factory, needed to set up processes, train staff, it was a huge task, this being a new area of business for our group. However, with the Installation and Start-up offering we had an exceptional market entry – good quality levels, smoothly running operations, and competent and motivated staff to make all that possible”,
said the company owner.

“This was a great project to work on. The customer realised immediately the importance of investing in a Installation and Start-up offering to ensure performance right from the start. This is now paying off, and we are very pleased with the results”,
said the Technical Key Account Manager at Tetra Pak.

“Tetra Pak's Installation and Start-up offering enabled us to address the issues the customer was facing when starting this green field project. We helped the customer achieve their ambitious targets during take-off, and ensured they have what it takes to keep up the good performance”,
said the Key Account Manager at Tetra Pak.

Tetra Pak® Services

Tetra Pak® Services cover every aspect of your food production, from daily routines to business insights. Our tailored service solutions improve performance, optimise costs and ensure food safety throughout the lifecycle of your operation. With Tetra Pak as your partner, you get the people, portfolio and presence to achieve your performance goals.

Find out more about Tetra Pak® Services at tetrapak.com/services