



rps

Producer farms out packaging for success



➤ The background

One of the top three poultry producers in Ireland, Farmfed Chickens Ltd, used to buy packaging materials like any other business in the sector. The company developed its products, then found suitable packaging to match its needs, and negotiated prices with various suppliers based on specific requirements.

➤ The challenge

As the business grew and their product range expanded, so did Farmfed's packaging needs. The tactical, somewhat ad hoc approach that had worked so well in the past now started to cause problems. The sheer volume and diversity of packaging materials required, and the number of different suppliers the company was dealing with, had made the whole process fragmented and inefficient. More often than not, Farmfed had to make use of over-specified items merely to accommodate the particular manufacturer's economies of scale. The company needed to hatch a game plan.





RPS achieved a look that set the product apart from existing varieties

➤ The solution

RPS, the food packaging solutions provider, was brought in to review Farmfed's packaging processes and material requirements, working closely with the client to understand every facet of the business and its products. RPS assisted in rationalising material specifications, while offering constant technical support across a wide spectrum of material and machinery issues.

At the same time, Farmfed created a brand new recipe for success – a range of processed poultry that captured the authentic home-cooked Southern Fried taste like no other product before it.

RPS was tasked with developing the printed medium for this revolutionary new range, and together with their design partner Burall Ltd, RPS achieved a look that set the product apart from existing varieties, and gave the product unique appeal to consumers.

Following the success of its Southern Fried launch, Farmfed's Commercial Director commissioned RPS to revamp its complete portfolio of products. Once again in partnership with packaging, print and communication specialist Burall, RPS developed a new range of labels. The finished results not only placed Farmfed in the same league as the major brand owners, but also cut from 31 to 23 the number of different labels being used, not to mention reducing costs into the bargain.

➤ The benefits

Farmfed's brand new identity has placed it firmly on the map as a leading producer of processed poultry. What's more, the company has now out-sourced all its packaging requirements to RPS, whose specialists have negotiated annual contracts with suppliers to ensure Farmfed never has to buy more than it needs simply to satisfy volume lines being run.

➤ The winning package

Through the services provided by RPS, Farmfed now has its own dedicated supply chain for all forms of packaging, from stretch-wrap and complex lidding films, through to rigid plastic, EPS trays and labelling.

With RPS keeping a close eye on all their packaging needs and technical issues from now on, Farmfed can concentrate on what it does best, confident in the knowledge that their strategic partner RPS has their stock well under control.