



CASE STUDY

Pure Bottling:

Saving \$100K in seven months

From understanding production costs to adjusting pricing so that every product delivers a profit.



Overview

Pure Bottling is one of **New Zealand's leading contract beverage packers**. They offer **filling services for a broad range of products** at their **state-of-the-art bottling plant**. PB's capabilities include warm/hot fill (pasteurization), cold fill, PET bottles, glass bottles, and a variety of sizes and capping options. More recently, they launched a canning line with preservation, labelling, and packaging options.

Challenges

As a busy contract beverage packing facility, Pure Bottling (PB) faces a number of challenges.

Contract packing involves a large number of combinations, with more than 20 different bottle sizes, multiple formats, and a very diverse range of other materials. Every SKU variable has the potential to add cost

and risk — and reduce profits for PB. Pure Bottling needed to ensure that every single SKU (each with different manufacturing inputs) can run efficiently and profitably.

With different performance for each SKU, it raised a number of concerns for the team at Pure Bottling.



Profits

How can we ensure we're making a profit on all our SKUs?



Pricing

Are we pricing each SKU accurately?



Investment

Where do we focus our resources to improve?

PB General Manager, Craig Ayres, realized that he was “flying blind”. He initially tried implementing a manual, paper-based system to help measure line performance and identify problems. But he soon realized that this system was time consuming, inefficient, and inaccurate.

Craig began to explore technology solutions that would give PB insights into their biggest opportunities.

We didn't know what was causing our losses, we were flying blind.

— Craig Ayres, General Manager

Solution

Pure Bottling implemented OFS with a **free, no-obligation, 30-day trial** to explore the features that the software has to offer.

It soon became clear that OFS would enable Pure Bottling to get the visibility and insights they need in order to identify issues, understand performance, and make critical business decisions.

We needed to understand where we were having difficulties and where we could improve.

– **Craig Ayres, General Manager**

Top OFS features used by Pure Bottling



Financial data integration

Integrate line data with financial data, to analyze profits, see the cost of product inefficiencies, and justify CAPEX.



Live dashboards

See what's happening on your line at any given moment and make data-backed decisions based on a single source of truth for your team.



Detailed reports

See overall performance and drill down to details (like the root cause of downtime), highlighting areas of opportunity.



Outcomes

Pure Bottling used the insights they uncovered through OFS to save \$100,000 in the first 7 months. By combining the SKU performance data with financial data, PB created a rich dashboard that showcases the true cost of poor production performance, in real time.

Results from implementing OFS

✓ Updated pricing

After discovering SKUs operating at a loss, Pure Bottling updated pricing to ensure a sustainable profit margin

✓ Operational changes

Financial and SKU performance analysis now built into regular operations

✓ Ongoing improvement

The team can use the insights to continually find new ways to improve profits and performance

What's next for Pure Bottling and OFS?

PB is now driving a culture of change, empowering their team to practice lean methodology, make data-driven decisions, and drive continuous improvement. After their initial

success, Pure Bottling are now expanding the OFS solution across their entire operation, while continuing their journey towards exceptional operational excellence.

Interested in finding out what OFS could do for your business?

Request a free trial to get our software and hardware at no cost (and no obligation) for 30 days. Or chat to our team to find out more.

[Talk to an OFS Expert](#)

e: sales@ofsystems.com

w: www.ofsystems.com

Australia/New Zealand

t: +61 3 8684 9859

Thailand

t: +66 926 938 008

United States

t: 1800 5172 353

