

CMi Trading Law Clearing House Case Study

"We had some serious time pressures presented by our largest retail customer, which, without help from CMi, would have resulted in us losing a £1.7m chunk of business."

The client is a leading European supplier of frozen value added products to UK retailers.

THE CHALLENGE

The company's biggest retail customer asked for revised product specifications to be provided for 10 products. The revised specs had to comply with the retailer's new policies and had to contain specific additional information.

The retailer was asking for the new specifications to be provided within very tight timescales and the

manufacturer's in-house resource just could not assimilate the new requirements and make the appropriate amendments in time to make meet those deadlines. The consequences of failing to meet the deadlines would have been loss of the business, which annualised at £1.7m.

"We had to get these specifications amended to meet the retailer's new requirement within the timescale, or risk losing the business"

THE SOLUTION

CMi were already familiar with the retailer's latest policy requirements and also had a high level of expertise within the product category.

"CMi immediately recognised the urgency of our requirements and responded accordingly. They were prepared, and able, to send one of their experts out to our European manufacturing facility, but by utilising their IT systems they were in fact able to service our requirements remotely from the UK."

RESULTS

"With the input from one of CMi's experts over three days, we completed the specifications, in time, to the retailer's satisfaction and retained the business."

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“One of the key drivers of success has been the speed of service and the professionalism demonstrated at all times by the CMi team and this has been critical in fostering a mutually beneficial close working relationship.”

The client is one of the UK’s leading food retailers, developing and producing in excess of 2,000 frozen and fresh products each year.

THE CHALLENGE

The company was finding it increasingly difficult to provide a flexible and cost effective service capable of dealing with the peaks and troughs of the product development cycle, with a fixed central resource.

With increasing complexity of food labelling controls, emerging labelling issues and increased enforcement scrutiny, it was also difficult to recruit and retain the in-depth specialist skills required.

“We were experiencing difficulties with some suppliers who were struggling to produce fully compliant specifications within our timescales and at the same time we found ourselves unable to provide sufficient resource to support those suppliers. CMi were able to offer a total solution to specification development and signoff with sufficient back up to help us with artwork sign-off at peak times.”

THE SOLUTION

CMi were already working closely with the client to augment their existing specification development and artwork sign-off.

“By asking CMi to work with our suppliers to manage the compliance of all our specifications, we were able to regain control of our product development timescales and get back on track and at the same time provide our suppliers with the additional technical support they required.”

Following a full cost-benefit analysis, CMi took responsibility for the development of all product specifications for the client. CMi review all specifications and identify amendments that need to be made to comply with client policy and legal requirements. The client has the assurance that when specifications are delivered by CMi they can be used in the development process without further checking and artwork can be generated. CMi also progress the specifications through the client’s IT system.

RESULTS

“We have reduced our costs, shortened the time to shelf, enhanced sales and provided suppliers with cost effective expert technical and legal support.”

Reduced Costs: One line alone, from a range recently launched, delivered a profit of £5,200 per week. Prior to CMi’s involvement our client was, on average, launching five weeks late. Product launches are currently to timetable.

Enhanced Services: As well as the labelling clearing house, CMi have been able to help the client develop an allergen audit for use by suppliers and also provide training. CMi have been able to provide a broader portfolio of services without increasing resource costs, delivered within an integrated/bundled portfolio of services.

Flexibility & Responsiveness: CMi are able to respond quickly to business changes and ensure appropriate support. Resourcing of ‘one-off’ projects has been delivered promptly.

“Overall, the CMi Trading Law Clearing House is delivering great benefit to our business.”