



Applying Product Lifecycle Management

To Healthy Food & Drink
Products

 **Interreg**
Atlantic Area
European Regional Development Fund



 **CAHFES**

The AHFES Product Lifecycle Management is divided across 3 modules

Module 1 “A Introduction to Product lifecycle Management principles”

Module 1.2 Provides a more comprehensive overview of “The PLM software options.”

This is Module 2 An overview of “Applying PLM to healthy food”

All the training modules can be found on the Training section of the AHFES website

<https://www.ahfesproject.com/training/>

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Introduction

The food and beverage industry challenges in managing their products

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PLM The seven key areas

1. Project and portfolio
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5. Packaging and labelling
6. Compliance
7. Data

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Conclusion

The benefits of the process
The benefits to the company

A PLM process is adopted by the food and beverage industry to address the ongoing challenges in managing their product portfolio

The challenges may include

Accelerating innovation

Increasing profits from product introductions

Reducing risks

Driving competitive advantage

Responding to retailers and food service demanding improved productivity

Addressing the push for lower prices from the industry



The Seven Key areas of Product Lifecycle Management

Key areas in which companies can optimise
their business by adopting a PLM

1. PROJECT AND PORTFOLIO MANAGEMENT

Process issues

New product development depends on a company's ability to capture innovative new ideas and convert them into successful new products.

Companies generally coordinate product development activities across multiple functions using time-consuming manual processes and disconnected systems.

Companies lack control over the product lifecycle because they do not have a streamlined process based on clear milestones.

Result

Innovation stagnates

Product development cycle times lengthen

Product costs and risks increase

Product teams are less productive

Difficult to reuse organisational knowledge

With Product lifecycle Management all users can look at all of a company's product development opportunities, determining which are the greatest potential products in terms of revenue or margin.



PLM solutions empowers food and drink companies to,

- Develop and launch products more quickly to reach the market faster
- Track all project-related activities and decisions
- Improve the success rate of new products
- Increase ROI for product development in general

2. SPECIFICATIONS MANAGEMENT

Management Oversight

Companies often maintain pockets of product information in different departments, with no company wide visibility of product specifications.

Usually specifications for finished products, manufacturing processes, ingredients, and packaging materials are kept in disconnected systems

Linking the Information

In addition, product specification data is often maintained separately making it even more difficult to ensure that specifications are updated and reliable.

Because of these inefficient processes companies may not make the best production decisions or key points may be missed in the development cycle.

PLM Advantages

The advantage a PLM process allows companies to manage product specifications through a single fully integrated management process that is updated and made available across the company.

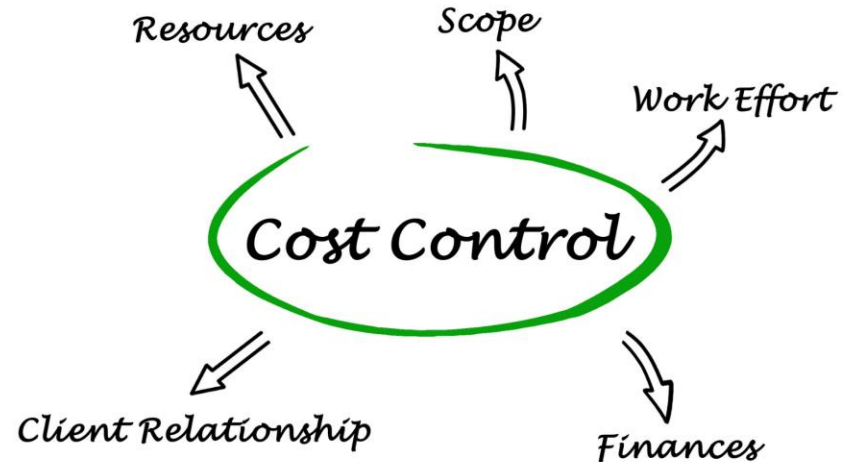
PLM solutions facilitate companies to,

- Track specifications for different phases — through a connected data models
- Reduce product costs by reducing the number of specifications and or variations produced
- Reuse existing specifications and avoid unnecessary duplication
- Automate workflows that simplify specification review and approval processes
- Ensure that t NPD specifications are aligned with ingredient and nutrition labelling requirements
- Print factory production documentation directly from the specifications

3. SUPPLIER MANAGEMENT

Cost Control

Many food and drink companies are unable to view and track information throughout their entire supply network, and are therefore less capable of leveraging their sourcing relationships to optimise product innovation and cost management.



PLM Supplier Management Facilitates

- Maintaining global visibility of all supply chain and sourcing relationships
- Improving supply chain performance by consolidating and reducing the number of suppliers
- Using cross-functional workflows to check and approve data from suppliers. Even specification data and contract costings
- Collaborating with suppliers electronically
- Publishing all required documentation for suppliers to ensure they comply with policies and procedures



4. FORMULATION AND MATERIALS MANAGEMENT

Accurate Ingredients Info

Many healthy food companies employ a slow, manual, trial-and-error product formulation process

This is an inefficient approach that can delay product launches.

Information Gaps

These companies are unable to accurately assess the impact of formulation and ingredients changes or respond to significant changes in the market—such as those caused by changing regulations, new customer demands, cost variations, and nutrient claims.

FORMULATION AND MATERIALS MANAGEMENT

The PLM process enables companies to rapidly prototype, evaluate, and optimise formulas and specifications within agreed cost parameters

- Rapidly develop to minimise time to market
- Reduce trial-and-error iterations and associated costs
- Track and reuse raw material specifications and experimental formulas
- Determine the impact of processing parameters on formulation
- Leverage material substitution options
- Understand the real-time impact of formula changes on cost, compliance, nutrient data, and ingredient labelling
- Optimise specifications based on factors such as cost, nutrients, properties, and specification ratios

5. PACKAGING AND LABELING MANAGEMENT

Managing packaging and labelling processes is a critical part of the product lifecycle.

A PLM solution streamlines and accelerates the packaging and labelling development process by providing one version for all packaging and labelling data.



PLM Solution

- Streamline packaging and labelling processes to cut time to market
- Aggregate all packaging and labelling information, from technical data—such as the nutrition facts panel, the ingredients statement, or label claims—to marketing data
- Save time and cost by enabling the reuse of designs
- Maintain the entire packaging process and materials in one version



6. COMPLIANCE AND QUALITY MANAGEMENT

Regulations

A PLM solution helps companies comply with regulations pertaining to how a company does business

Also with regulations about the product itself—such as package and product labelling, safety, and environmental requirements.



PLM Ensuring Compliance

- Product quality, consumer safety, and regulatory compliance
- Employ testing protocols, including product cuttings and sensory evaluations, to make sure products conform to specifications
- Avoid rework and recalls by building compliance screening into new product development
- Validate nutrient claims during the new product development process
- Maintain the accuracy of nutrient data for ingredients and finished products
- Integrate nutrition surveillance with the nutrition labelling process



7. DATA SYNDICATION

Complete & accurate information

It is critical for food and beverage companies to maintain consistent, complete, and accurate product information across all internal systems and with trading partners.

Align data across the company

A PLM solution enables companies to harmonize product data across internal systems.

All specification data is created right the first time as part of the product development process.

The product data can then be harmonized and cross referenced with internal systems.

PLM DATA Syndication processes

- Ensure that product data is complete and accurate
- Harmonise and cross-reference product data with other enterprise systems, such as enterprise resource planning systems, by automating workflows
- Automatically generate GDSN-compliant data synchronisation to customers through external data pools—all during the specification approval process
- Reduce time to market by leveraging a centralised repository for product data



Conclusion – The need for a PLM

The need to regularly refresh your product range

Companies in the food and beverage industry face growing challenges to remain competitive

Government regulations are changing and becoming increasingly complex

Responding to consumer demands and expectations

Consumers are more concerned about nutrition and safety, trading partners demand greater productivity and lower cost

It is increasingly difficult to track and meet product specifications throughout the supply chain

Conclusion : The need for PLM

Intergration

An integrated PLM solution that manages the processes that impact product innovation and management is the critical difference between winning and losing in the marketplace.

Competitiveness

An integrated PLM solution that manages product innovation and management is the critical difference between a new market winning product and producing an "also ran" product.

Efficiency

PLM is really catching on in the food and beverage industry because it addresses so many issues, such as time to market, efficiency, and cost effective new product development by doing more with less.

Benefits

Reduced time to market

Reduced product development costs

Improved product quality

Improved forecasting

Improved resource planning



Product lifecycle management is a natural fit for business process management

In particular, can help companies keep track of product lifecycle processes that can take months or even years.

It enables competitive advantages by improving product development and greater collaborative working.

**Ultimately it will save you time
and it will save you money
.....Happy Days 😊**

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Благодарю вас

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EUROPEAN UNION



We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).



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