

Case Study

Green Bell Packaging Ltd

Delivery Partner



Background

Green Bell Packaging Ltd is a plastic-free packaging solution provider whose USP is 'Offering environmentally safe and affordable packaging options, all artistically designed with quality in mind'. Established in 2018, their services are available throughout the UK and Europe, with all orders processed from their headquarters in Liverpool. The manufacturing takes place in India and Asia, and products are mainly shipped by sea, either to the Liverpool warehouse or directly to the customer.

Green Bell uses scientific research as the foundation of their product development and ensures the entire process, from manufacturing to delivery, uses sustainable methods where possible. The product range available has various options, including 100% plastic-free with designs sourced from the customer, in addition to Green Bell offering bespoke design and printing.

Challenge

The primary aim for Green Bell Packaging Ltd is to increase sales with several potential big clients currently in the pipeline. If successful, these will bring new requirements for meeting various processes and control standards. Green Bell currently runs a semi-formalised stock storage and location system that works well but could expose the company to risk during an expansion phase.

Solution

The Horizons teams worked closely with Green Bell Packaging Ltd to identify key areas across the company data and documentation that could develop and expose risks during the proposed growth. There was an opportunity to map out and create a comprehensive system that could support the company whilst simultaneously disseminating information.

Establishing a strong supply chain that meets the criteria of a first-tier supplier was recognised as an urgent priority. Moreover, clearly defining and validating a system before scaling will not only provide clarity for technology investments but also guarantee optimal returns. Understanding the requirements will aid the company in shaping the specifications of systems introduced during the expansion of facilities, facilitating better hardware integration and promoting efficient work practices right from the commissioning phase.

Knowledge requirements will also help shape the specification of systems introduced during the premise expansion, allowing greater hardware integration while enabling efficient work practices from the point of commissioning.

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Green Bell Packaging Ltd has already chosen and is utilising the Odoo Enterprise Resource Planning (ERP) system, offering the company access to applications developed by an "open source community", whilst offering further purchasing options for individual specialist software from a wide range of options.

A program developed by the Horizons team was designed to establish a more unified digital process throughout all departments at Green Bell Packaging Ltd, providing various benefits. The support was tailored to address the current and future needs while considering investment limitations.

While maintaining inventory and distribution as needed is relatively straightforward, it is crucial to ensure a steady supply and risk mitigation to prevent contractual penalties. By integrating the right technology across all levels of the processes and the business, the company will establish a robust position in the market.

Impact

The support for Green Bell Packaging Ltd has been notable as it aligns with a major phase of the evolution. This presents a chance to reassess growth strategies and pinpoint technological areas that can effectively support this development.

By starting research and reporting on documentation control and relevant standards, Green Bell Packaging Ltd is taking essential steps to reduce risks as it expands. Introducing a formal documentation control system will help establish a strong framework at this critical stage of the company's growth.

The extensive support aimed at delivering high-quality supplies will greatly reduce the risks associated with Green Bell Packaging Ltd's efforts to secure contracts. The insights gained will enhance Green Bell Packaging Ltd's capacity to win additional contracts in the future, promoting ongoing growth.

A report provided by the Horizons teams has enabled a targeted evaluation of Odoo apps that address areas most beneficial to Green Bell Packaging Ltd, which will guide the growth process improvements necessary to meet the strategic goals, offering greater investment confidence.