

# case study

tna transforms snack manufacturer's lead time  
with innovative seasoning solutions



Based in Toronto, Canada, Brandneu Foods is a leading producer of kale chips. Priding itself on the natural, healthful profile, and high quality of its products, Brandneu recognised that its production line needed significant updates in order to meet the rising demand from consumers for healthful alternatives to potato chips. Brandneu engaged tna to provide the innovative solutions to enhance its processing and seasoning capabilities.

## challenge 1: improving seasoning accuracy

Having previously experienced issues with inconsistent flavouring, leading to a direct impact on taste and resulting in significant seasoning losses, Brandneu was conscious that any new equipment installed needed to ensure real accuracy in its seasoning delivery. The company was confident that the **tna** intelli-flav<sup>OMS</sup> 5 would address its needs.

## the solution

Providing both powder flavouring and liquid oil in a single drum, the **tna** intelli-flav<sup>OMS</sup> 5 features a variable mass seasoning system with a dynamic vibratory weigher to directly control oil spray. This means that only the right amount of oil is applied to each chip, an essential feature for Brandneu, who was keen to maintain the healthy profile of its popular kale chips.

Thanks to the system's unparalleled application accuracy Brandneu was able to minimise seasoning losses in the production process, reducing raw material waste and increasing profitability. In addition, the **tna** intelli-flav<sup>OMS</sup> 5 offers improved coverage and flavour dispersion, enabling Brandneu to apply minimal salt and flavouring without compromising on the overall quality and taste of its kale chips.

## challenge 2: increasing production speeds

To meet the high demand for its product, Brandneu needed complete flexibility to change flavours quickly and easily. Coupled with this, it was looking for equipment that was intuitive and easy to use, to ensure a seamless production line.

**“Naturally, any production interruptions can be costly for manufacturers. We were very pleased with the speed at which the equipment was installed. Effectively acting as a “plug and play” system, the line was up and running again within a few hours.”**



## the solution

Addressing Brandneu's need to increase production speeds, **tna** suggested a second drum that can be changed on the line in less than 15 minutes. The addition of the second drum means the company can meet orders more quickly and reduce production lead time considerably – from 60 days to just 15. This boost in production offers real customer satisfaction and shows that Brandneu can be relied on to fulfil orders in a short turnaround time.

Adding a completely new system to its existing production line, Brandneu was looking for equipment that was intuitive and easy to use for all operators. **tna** recognised that in a fast flowing manufacturing process, waiting for the right specialist to operate a machine is going to have a significant time impact.

The **tna** intelli-flav<sup>OMS</sup> 5 system features a simple touchscreen that is user friendly and easy to programme for simple operation. This helps plant managers save time in training staff, while also providing total peace of mind.

Adrian Quinn, president at Brandneu Foods comments: “We're delighted with the results of the installation from **tna**. 33 per cent of US consumers are snacking on healthier foods this year compared to last year<sup>1</sup>, highlighting an enormous opportunity for us to increase our market share in this growing segment. The **tna** intelli-flav<sup>OMS</sup> 5 system better places us to respond to this demand, reducing production lead time by 75 per cent and boosting productivity.”

<sup>1</sup> Mintel, *A snacking nation: 94% of Americans snack daily* (July 2015), accessed: <http://www.mintel.com/press-centre/food-and-drink/a-snacking-nation-94-of-americans-snack-daily>

## challenge 3: ensuring seamless integration

Brandneu was looking to maximise floor space for possible future expansions, so **tna** needed to consider the overall footprint of the factory when planning the installation. Seamless integration and a smooth

installation were imperative to keep plant disruption to a minimum and ensure that other equipment in the production line was not adversely affected.

## the solution

In addition to being simple and easy to use, the **tna** intelli-flav<sup>OMS</sup> 5 took up much less space than existing equipment, which provided Brandneu with the flexibility to add more lines in the future.

Installed as part of a larger configuration, it was imperative for **tna** to integrate the machine with other equipment effortlessly. By analysing Brandneu's existing assets from start to finish, including its operational requirements and training needs, **tna**'s project management team developed a solution that integrated quickly and seamlessly alongside Brandneu's existing equipment.

Quinn comments: "Naturally, any production interruptions can be costly for manufacturers. We were very pleased with the speed at which the equipment was installed. Effectively acting as a "plug and play" system, the line was up and running again within a few hours."

He continues: "The system has integrated effortlessly into our existing line, is simple to use, easy to clean and most importantly, exceptionally reliable, which as a busy snack producer is imperative to meet customer needs. The service offered by **tna** is truly excellent, and it's reassuring to know that we're supported in every way."

## meeting long term customer needs

With any new installation, it is imperative that forethought is given to providing a long term solution and not just a quick fix. Brandneu needed equipment that would not only improve its seasoning accuracy, increase production speeds, and integrate seamlessly with existing equipment, but also meet customer long term needs.

Sekhar Chakkingal, regional sales manager, **tna** North America comments: "At **tna**, our focus is to find the right solutions to our customers' challenges. The snack food market is expanding rapidly and Brandneu approached **tna** because they needed to stay ahead of the curve. Once we assessed their needs, we were able to provide a flexible, high performance solution that meets their long term production needs."

**"At tna, our focus is to find the right solutions to our customers' challenges. The snack food market is expanding rapidly and Brandneu approached tna because they needed to stay ahead of the curve. Once we assessed their needs, we were able to provide a flexible, high performance solution that meets their long term production needs."**



**tna** is a leading global supplier of integrated food packaging and processing solutions with over 14,000 systems installed across more than 120 countries. The company provides a comprehensive range of products including materials handling, processing, cooling and freezing, coating, distribution, seasoning, weighing, packaging, inserting and labelling, metal detection and verification solutions.

**tna** also offers a variety of production line controls integration & SCADA reporting options, project management and training. **tna**'s unique combination of innovative technologies, extensive project management experience and 24/7 global support ensures customers achieve faster, more reliable and flexible food products at the lowest cost of ownership.

