



Champion healthier and responsible food for all

Bel is a major player in the healthy dairy, fruit and plant-based single-serving portion snacking. Its international development draws on a portfolio of positive brands, which attract consumers in more than 120 countries. Founded in 1865, Bel is a family-owned company with an ambitious and sustainable growth strategy.

Customer needs

- Bel Research & Innovation (R&I) runs several pilot production sites which must adhere to strict sanitary and quality control regulations
- For R&I, one key condition to ensure regulatory compliance is to have full traceability of all pilot product assays (products, devices, raw materials and other consumables)
- R&I was looking for a solution to manage all assays and guarantee traceability, « from the farm to the fork », to improve control over inventory and resource management and to streamline assay processes
- R&I existing LIMS was considered too complex to configure and customize to fully answer the project needs

Solution

- Solution proposed by Keralia Tech: newLab Experiment Management
- Design of assays and automated scheduling of necessary resources
- Automated workflow and inventory management
- Integration with printer software for labelling raw materials and end products
- Integration with an in-house application to manage analysis requests
- Integration with existing LIMS for quality control and end products analyses

Customer benefits

- 360° view of assays through the integration of the whole lifecycle
- Information sharing and capitalization on previous assays within the team
- Guaranteed end-to-end traceability of end products, raw materials and consumables, « from the farm to the fork », on 5,000+ assays/year
- One-click dashboards and management reporting