

Campbell Wrapper

MANMAN Migration



Company Facts

Overview

- »Location: De Pere, WI
- »Industry: Manufacturer of horizontal flow wrappers and feeding equipment
- »Website: CampbellWrapper.com

Success Highlights

Challenges

- »Building strong customer relationships by providing quality products and timely service
- »Losing labor hours

Solution

- »Visibility ERP

Benefits

- »Freed up time and resources to allow Campbell Wrapper to pursue further methods for increasing profit margins and satisfying customer needs
- »Real-time reporting eliminated the need for lengthy printed reports
- »The speed of working within a web-based system reduced the average wait time for searches by over 95%
- »Ability to toggle between multiple windows and applications increased efficiency

“Visibility ERP enables me to focus on other things that add value to the company, such as doing more variant analysis; things I didn’t have time for before. I can honestly say this implementation went much smoother and was easier than our last implementation with ASK MANMAN.” *Todd Goodwin, VP Finance & Administration*

Operating in a 60,000 square foot facility in De Pere, Wisconsin, the Campbell Wrapper Corporation has been designing and developing flow wrapping equipment since 1947. Starting out as a small steamboat and sawmill machine shop in the late 1800’s, the company later became incorporated and grew to build America’s first napkin folder.

Continuing to expand and diversify over the years, the ‘Campbell Wrapper’ machine was introduced as the original horizontal flow wrapper in the United States. Since then, Campbell Wrapper Corporation has become dedicated to upholding the flow wrapper industry’s impressive reputation for manufacturing high quality, rugged and dependable packaging equipment.

Staffed with experienced individuals, the company is committed to developing decade long partnerships with customers, through dependable products and services.

The Industry

The demands and trends of the flow wrapping industry combined with a high company standard for producing durable, long-lasting machines creates a challenge for manufacturers like Campbell Wrapper. Longevity and reliability are a must, but so too is the need for scalability to accommodate increased



packaging speeds, extended automation and the various other unique requirements of growing customers. New trends in the industry, such as the transition to ultrasonic sealing methods and resealable packaging, are forcing manufacturers to continuously reform the way packaging equipment is designed.

Every flow wrapper begins as a basic model, but each machine is then customized to meet customer needs. As Don Stelzer, Vice President of Sales and Marketing at Campbell Wrapper put it, “at the end of the day, they have application related or specific components that need to be addressed for each of the machines to handle a product.”

The Problem

Building strong customer relationships by providing quality products and timely service is

essential to Campbell Wrapper, but working with an outdated ERP system can have a negative impact on both service and sales.

The ASK MANMAN system, previously employed by the company, lacked the efficiencies now expected from newer enterprise software packages.

“Having a 200,000 part equipment list meant part searches could take upwards of 20 minutes,” describes Todd Goodwin, VP of Finance. Waiting for searches to complete meant that users were unable to continue working within the single screen system. Valuable time and resources were spent printing and viewing bulky reports, which were required to retrieve vital accounting information.

System navigation meant the memorization of multiple

commands and intensive training for beginners. Over time, these lost labor hours can add up to thousands of dollars in lost revenue.

Campbell Wrapper decided to search for an ERP solution that would maximize organizational efficiency and adapt to support business growth over many years.

Performance objectives included comprehensive project and inventory control, timely and accurate provisioning of materials and increased productivity. These goals led to the necessity of finding a system built with the latest technology available and expressly designed for engineer-to-order and configure-to-order manufacturing companies. After an extensive search, Campbell Wrapper confidently made the choice to invest in Visibility ERP.

The Solution

The Visibility ERP solution is one of the first business applications written in the Microsoft .NET framework from the ground up and is able to support either a Microsoft SQL Server or Oracle database. This extraordinary foundation delivers a highly functional user interface and scalable Service Oriented Architecture, while sustaining a low cost of deployment and maintenance.

The web based architecture transmits information in real time and allows users to display multiple windows within a single

browser, inevitably improving work performance. All of this is achieved with a zero client interface, reliable deployment of upgrades, and the elimination of client-side PC configuration issues.

The Visibility ERP package comes complete with the integration of Operations Management, Engineering & Product Lifecycle Management, Project Management, Customer Relationship Management, Financial Management, Material & Production Planning and Business Performance Management related modules.

The Results

Providing a solid foundation for optimized productivity and efficiency, Visibility ERP has freed up time and resources to allow Campbell Wrapper to pursue further methods for increasing profit margins and satisfying customer needs.

Real time reporting eliminated the need for lengthy printed reports and the speed of working within a web-based system reduced the average wait time for searches by over 95 percent. Rapid drill down capabilities and the ability to toggle between multiple windows and applications broadened access to data, in turn enhancing analysis and comparisons.

The customizable main desktop page or 'Personal Portal' has given Campbell Wrapper's users one-click access to the applications that are specific to each job requirement.

Since implementation completed in June of 2008, Campbell Wrapper has taken full advantage of the materials requirements planning and inventory control capabilities in Visibility ERP.

Although Campbell Wrapper's primary business is engineering and configuring to-order, the

company is considered more of a hybrid manufacturer as it also sells aftermarket parts. The integration of master production schedule and material requirements combines to-order and make-to-stock planning, which ensures that project related items are made available to the appropriate project related demands and that make-to-stock requirements are batched to guarantee economic order quantities. Inventory control maintains

Inventory records with maximum accuracy, supporting cycle counting of perpetual inventory and full stock count facilities for annualized counts.

Campbell Wrapper knows that, with limited staff, it is crucial to have an ERP system that supports individuals as well as the entire organization. Visibility is proud to have Campbell Wrapper as another delighted customer.

About Visibility

Visibility Corporation is a solutions company working towards the singular goal of enabling our manufacturing customers to achieve operational excellence. We provide a modern, flexible, fully integrated enterprise resource planning solution designed specifically for manufacturers of complex products. Our more than 30 years of experience with our customers' unique requirements in the manufacturing industry are built into our Visibility ERP solution. We develop, implement, and support Visibility ERP ourselves, eliminating 3rd parties. We embrace and excel at customizations because we believe your ERP solution should work for your business, not the other way around. As a family owned and operated business, we treat our customers as a part of our family. With a deep understanding of the manufacturing industry, Visibility ERP provides manufacturers with visibility into their business operations, allowing for enhanced performance and increased profits. It's a simple solution for complex manufacturers. For more information, [connect with Visibility](#) or visit www.visibility.com.



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