



GRIMMWAY FARMS

Driving Continuous Innovation

BACKGROUND

Starting as a simple produce stand in 1968, Grimmway Farms has grown into an agriculture powerhouse. The largest grower, producer and shipper of carrots in the world, Grimmway Farms has now expanded into other markets such as potatoes and various organic crops. Grimmway Farms is committed to offering unsurpassed quality, innovative products and packaging and extensive sustainability practices.

WITH INNOVATION COMES CHAOS

Under the "Grimmway Farms" brand are many other brand names, including: Bunny-Luv, Cal-Organic, King Pak and TRUE Organic Juice. With each new addition to a product line comes a new logo and brand image, making managing packaging production chaotic and cumbersome. Between flexible packages for carrots and potatoes, recyclable plastic bottles for organic juices, and corrugated shippers for all products, there are many packaging specifications that need to remain updated.

This is where specright steps in...





HELPING GRIMMWAY FARMS TAKE CONTROL

Innovation requires rapid change and decision making, however most companies do not have the support required to do so. By partnering with specright, Grimmway Farms was provided with the ultimate solution to drive innovation: engineering services + the packaging cloud platform. specright delivers certified packaging specifications for all Grimmway Farms products, and stores them in a centralized, accessible location. Now, all of Grimmway Farms packaging specifications are accessible with just a click of a mouse - and they are always accurate and up to date.

THE RESULTS

Today, Grimmway Farms is larger than ever. By partnering with specright, they are experiencing tremendous time and cost savings through transitioning business amongst suppliers, and increased efficiency during changes to their packaging production process. Business is easier and smoother with specright.

“In retrospect, specright was a no-brainer. The transition was simple, cost savings have been dramatic, and we’ve experienced a collective enhancement across our supply chain.”

— Jason Higbee, Director of Materials Management, Grimmway Farms

200

corrugated specs evaluated and uploaded to the cloud platform.

500

flexible bag specs evaluated and uploaded to the cloud platform.

2x

anticipated savings on 2014 corrugated bid.

2>1

reduced time to transition suppliers from 2 months to just 1 month.

-50%

decreased in bid preparation timing.

