



Why Kellogg changed to Beardow Adams



Beardow Adams, the UK's largest manufacturer of hot melt adhesives, has been awarded a five year contract by Kellogg, the breakfast cereal giant, to supply adhesives for all its cases and cartons.

This follows an in-depth review by Kellogg into the world's major adhesive manufacturers as part of its Strategic Sourcing Initiative to improve performance and reduce costs.

The Kellogg Global Procurement Team, led by Mark Fredenburg of the USA, spent several months identifying potential suppliers. Beardow Adams was successful in gaining the contract for Europe and now supplies Kellogg's European plants in Manchester and Wrexham, UK, Bremen, Germany and Valls, Spain.

Major benefit

Beardow Adams was able to offer Kellogg two major benefits: new BAMFutura

hot melt technology and guaranteed continuity of supply following significant investments in its manufacturing plant. With a capacity of 50,000 tonnes of hot melt a year, Beardow Adams' Milton Keynes factory is now the single largest hot melt plant in Europe.

BAMFutura was launched in early 1999 as an entirely new concept in hot melts for packaging, using raw materials unique to the company.

Unlike standard packaging hot melts, BAMFutura is pearl white in colour, does not fume or emit any unpleasant odours and does not taint foodstuffs – it is also suitable for direct food contact.*

Most importantly, the thermal stability of these new adhesives is far superior to even the best standard products available elsewhere.

Thermal stability is central to clean and consistent running. BAMFutura is much less likely to degrade in the application tank compared to standard hot melts which all too readily oxidise if

continuously heated. They then start to char, the char blocking application nozzles and either restricting adhesive flow or, more usually, stopping production until new nozzles can be fitted. A typical breakdown of this nature can easily waste several hours' production each week.

Versatile

During 1999 it was evident that, of all the BAMFutura hot melts that had been developed, one in particular had special benefits to offer. "BAMFutura 1 is, perhaps, the most truly versatile packaging hot melt of the modern era," says Bob Adams, Beardow Adams' Chairman and Managing Director. "It allowed us to

“Anyone involved in high speed packaging ought to take a serious look at BAMFutura as there are significant benefits to be derived.

*Martin Swingewood, Manager,
European Procurement, Kellogg
Company of Great Britain.*

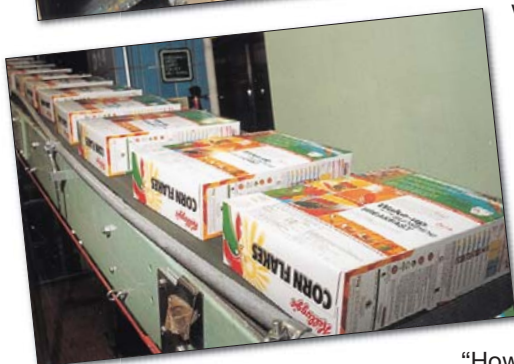
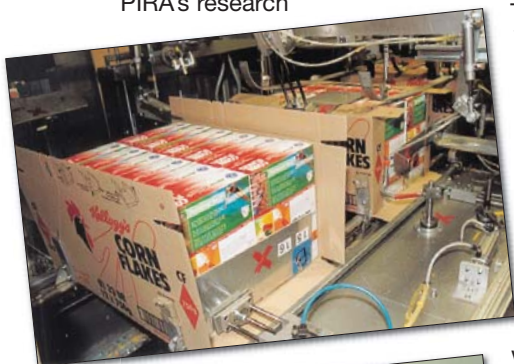
*F&DA CFR 176.170 and 176.180

offer Kellogg one adhesive for all its carton and case sealing operations throughout Europe.”

For Kellogg this meant one adhesive that could be used on fast and slow machines, bond all types of boards and be able to withstand the different climates of northern and southern Europe as well as the high ambient temperatures in Kellogg’s Middle East markets.

Tested

Kellogg had BAMFutura 1 independently tested at PIRA’s research



headquarters in Leatherhead, Surrey. PIRA’s laboratory analysis combined with the company’s own tests, showed that BAMFutura 1 has a higher heat resistance, a faster speed of set and creates a stronger bond (as measured by the effort required to break the seal) than the standard hot melts

Kellogg had been using. With over a hundred pack varieties to bond, these factors are already proving to be a direct benefit to Kellogg.

From eight to one

The change to BAMFutura 1 has allowed Kellogg to rationalise its range of hot melts, replacing four different adhesives at its Wrexham plant, two at Manchester and three others at its German and Spanish factories. In all, Kellogg was using eight different grades of hot melt – now, thanks to its versatility, only BAMFutura 1 is being used.

Concern

But while the benefits of BAMFutura looked good on paper, doubts were raised at plant level whether these benefits would be seen in practice.

“We were concerned about changing over to a new adhesive,” says Dave Barker, Technical Manager at Kellogg’s Manchester plant.

“However, the implementation has gone well and to date we are pleased with BAMFutura 1. There is still work to do to optimise the performance of our hot melt systems and I am confident Beardow Adams will continue to provide excellent customer service and support.”

Paul Smith, his counterpart at Wrexham,



BAMFutura hot melts (front) are pearl white – unlike standard grades. This new adhesive does not fume or emit any unpleasant odours and will not taint foodstuffs. It is also suitable for direct food contact.

agrees: “Running Beardow Adams’ more heat stable adhesive has brought about a significant reduction in the number of blocked nozzles. This gives major benefits in terms of reduced downtime and reduced parts costs.”

Multiple lines

Of the Kellogg plants worldwide, Manchester is the largest and Wrexham the third largest. There are over 50 lines, with each one producing more than one variety of breakfast cereal for markets throughout Europe, the Middle East and Africa.

Pack sizes vary from 30 gm individual portion cartons to 1 kg family sized boxes. All now use BAMFutura 1 to seal the top and bottom flaps; the same hot melt is used to seal transport case flaps and catering packs.

Kellogg is reliant on leading makes of carton machines and case packers



Total clarity – a hot melt tank using BAMFutura.

– usually run at high speed to cope with demand – processing a wide variety of carton board and multiple corrugated board specifications.

24 hour cover

Implementing the change to BAMFutura 1 meant Beardow Adams giving 24 hour coverage on each line at Manchester and Wrexham, advising maintenance staff of the technical changes to individual application machinery and ensuring continuous smooth running.

It drew up a rota to involve its highly experienced R&D and sales staff and created a Key Account Manager with overall responsibility for the Kellogg business.

“This was the perfect opportunity to win support at all levels of production,” said Graeme Nutting, UK Sales Director.

“By being responsible for BAMFutura 1 implementation, we could watch it clean out the old

adhesive and set the application systems for the ideal balance of pressure and temperature vs line speed,” he added.

Reliability proved

Reflecting on this in Wrexham, Paul Smith commented: “We were particularly concerned whether just one hot melt could really supplant the four we had previously felt were essential to meet our needs and cope successfully with all the variables of machinery, speed, board and conditions.

“I’m pleased to say that our concerns were unfounded: BAMFutura 1 is

able to bond all our boards without problem. There can be no doubt that we have a better hot melt in other respects too – the lack of odour is a worthwhile improvement and the clarity of the adhesive in the hot melt tank is notable.”

In Manchester, Dave Barker records similar feelings: “We could obviously not afford for anything to go wrong. Hot melts are a critical part of the packaging process and we could not take any chances.

“Following a rigorous trialing programme and subsequent implementation, we are now pleased with the performance and reliability of BAMFutura 1 to date.”

Right decision

Naturally, Beardow Adams is pleased to have won the Kellogg business. “It’s been one of our long term aims,” says Nick Beardow, the company’s Sales and Marketing Director.

“We’ve been knocking on their door since the mid 1980s and whenever we’ve invested in new plant and equipment it has always been with the objective of supplying the major global food companies.



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Unique in hot melts

“Of course, companies like Kellogg don’t change suppliers on a whim, and what impressed us was the open mindedness of its global procurement team and the lengthy research that they were prepared to do to find the right product and supplier.”

No doubts

For Kellogg, Martin Swingewood, Manager, European Procurement, has no doubts that it made the right decision. “Reviewing critical processes is ongoing at Kellogg and looking closely at our adhesive suppliers is a good example

of what can result. We have found an adhesive more suitable to Kellogg’s needs in BAMFutura 1 and we have been able to cut our costs through lowering our inventory and increasing productivity by changing to Beardow Adams.

“Anyone involved in high speed packaging ought to take a serious look at BAMFutura as there are significant benefits to be derived,” he concluded.

Increased business

Since gaining the Kellogg business, Beardow Adams has won further substantial orders from other major cereal and packaged food manufacturers, both in the UK and Europe. “There is no question that BAMFutura has opened a lot of doors for us,” says Nick Beardow. “There is also no question

that the experience of working with Kellogg has raised our ability to service large accounts by another step.

“There is still much business for us to win. You can be sure that we are not sitting waiting for it to come to us.”

Founded in 1977, Beardow Adams has twice won the Queen’s Award for Export Achievement – in 1994 and 1999. In 2002 for its BAMFutura hot melt, it won the Queen’s Award for Enterprise: Innovation. It is the only company in the UK adhesives sector to have won these most prestigious of business awards.

Beardow Adams would like to thank the staff of the Kellogg Company of Great Britain for their assistance in the preparation of this article.



Thermal stability is central to clean and consistent running of any hot melt. New raw material technology, available only to Beardow Adams, produces remarkably stable results in its BAMFutura adhesives.



Quality excellence

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Note: This publication is intended to serve as a guide only. Customers should satisfy themselves by appropriate trials that the products are suitable for their intended use.

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