



# Burts Potato Chips

British potato chips hand cooked with care

Burts Potato Chips has a passion for great taste. The quest for the perfect British potato chip started 15 years ago with one single fryer and bags of enthusiasm. From its home in Devon, Burts has built a reputation for quality by carefully hand cooking crisps in small batches using only the finest natural ingredients. Today the company has grown to a healthy £13m turnover and its hard work has been rewarded with numerous awards from Winner of the Food Manufacturing Excellence Awards to Taste of the West Gold 2012.

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**Mike Cosby**  
Finance Director

## The business case

With aspirations to grow the business to £20m over the next three years, Burts Potato Chips needed a system that would provide integrated finance, production and stock management. Its Sage Line 200 system couldn’t provide the level of analysis and management reporting that Burts required, forcing it to use a range of Excel spreadsheets and manual processes to overcome some of the short falls.

The lack of adequate barcoding, which is required to control materials and track pallet despatches and transfers, resulted in duplication of effort. Due to continued expansion and the growing number of manual systems, combined with the lack of integration, Burts Potato Chips decided to review how it could implement tighter controls over its financial, production processing and stock control.

## Implementation

Mike Cosby, FD for Burts Potato Chips, who has been responsible for driving the project, commented, “I became familiar with the Access product suite through the FD Centre, where I used to work. This was the main driver as I knew it was right for us.”

Burts Potato Chips also looked at Microsoft, Iris Exchequer, and reviewed the cost implications of customising Sage Line 200. It didn’t prove fruitful.

“We’d also started a project to provide barcoding when issuing materials and to control the process of goods in and out, alongside stock adjustments. However, this project reached a point where it didn’t meet the demands originally scoped and the senior management team questioned whether it would ever do so within the agreed budget.”

Industry	Manufacturing
Geographic	Devon
Employees	85
Turnover	£13m
Solution	Access SupplyChain Access SelectPay Core ledgers Stock control Works orders MRPII Time recording & SFDC Mobile app Access Office Integration Stock forecasting Access TaskCentre

“We no longer carry out monthly stock takes as inventory is reconciled in real time saving us around £12,000 a year”

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Burts implemented Access SupplyChain, an integrated ERP solution providing visibility of information across the organisation whilst facilitating the projected future growth of the business.

The system, which includes barcoding, offers real-time data collection for stock and manufacturing. This has helped the whole business to function much more effectively including the production team who had to previously work from spreadsheets. The company has also recently gone live with payroll.

### Time saving

With the new system in place, Burts is benefiting from significant time and cost savings. “We no longer carry out monthly stock takes as inventory is reconciled in real time saving us around £12,000 a year,” said Mike, who explains that Burts now conducts a perpetual inventory and that barcoding has improved accuracy and speed.

“With Access SupplyChain we can view the stock position on the system in real-time and know it’s 99% correct. This has given a real boost to our customer service as we have full confidence in the accuracy of the information we’re providing.

“The flow of information around the organisation and through the production process is greatly enhanced, with electronic data capture via handheld devices improving despatch processes too. It’s made a huge difference to our business.”

### Planning ahead

With the new system in place Burts Potato Chips is planning more efficiently too. Mike commented, “We can more easily balance purchasing and production schedules, ensuring stock levels are always just right.”

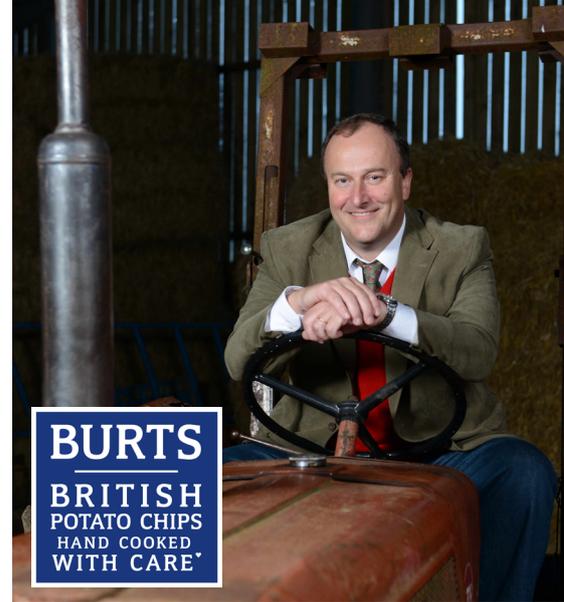
The solution is also playing an important role in managing wastage. “Access SupplyChain gives us instant visibility of production costing, enabling us to analyse and reduce product wastage. Not only does this have a financial benefit, it also has a positive environmental impact.”

### Reporting

Moving away from paper-based reporting and improving access to information has definitely made life much easier. “Reporting out of Sage would take an extra day at month end,” said Mike. “With Access I can get straight to the information I need.”

Burts Potato Chips is now able to readily carry out variance analysis, from purchase price to production costs, as well as retrospective stock valuation and comprehensive sales and product analysis – all of which was previously very cumbersome.

Mike commented, “We can easily create up-to-the-minute production reports allowing us to analyse activity in an instant; we also have full warehouse location visibility which we didn’t have before.



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With management reporting greatly improved, it is spurring Burts Potato Chips on to look at other areas of the business where it can drive greater performance.

### Maximising success

From finance, sales order processing and purchasing to manufacturing, warehouse and stock management, the new system is helping Burts Potato Chips to deliver an even greater service to the customer as it continues to grow.

“The quality of our product is paramount and Access SupplyChain is central into helping us maintain our high standards of excellence.

“With Access SupplyChain we’ve future-proofed the business and could easily double or treble in size. We’re looking to grow to around £20m over the next two or three years to maximise production capacity; we’re confident that Access will easily support us every step of the way,” concluded Mike.

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### About Access

We are a leading UK author of ERP solutions to the mid-market. Twice winners of The Manufacturer’s ‘ICT in Manufacturing’ awards and shortlisted for 2012, we help our customers achieve tangible return on their manufacturing system and operate lean manufacturing processes. Our product suite includes dedicated solutions for process and discrete production, including industry-specific requirements such as catchweights, variable yields and multiple units of measure.