



THE GLOBAL LANGUAGE
OF BUSINESS

CASE STUDY



Rich Products Corporation

Unlocking opportunities with quality product data

CHALLENGE

Rich Products Corporation (Rich's) was born from innovation yet attributes much of its growth and success to "customer intimacy"—its close relationships with customers to fully understand their needs and offer quality products that exceed expectations. When the company began to hear from customers about issues stemming from incorrect product data, they quickly took action.

SOLUTION

Rich's implemented a disciplined data quality process guided by a cross-functional governance committee and using the Global Data Synchronization Network™ (GDSN®) to improve the completeness and accuracy of its data. As an early adopter of GS1 Global Trade Item Numbers (GTINs) to identify each of its products, Rich's is now transitioning to GTINs encoded in GS1-128 barcodes, enabling expanded product information that can prove essential for traceability.

BENEFITS

- Eliminates costly re-work by providing accurate data the first time.
- Improves the accuracy of shipments and invoices for faster cash flow.
- Enables faster onboarding of distributors—in weeks versus months.
- Drives demand based on correct product information in marketing and sales assets.
- Allows for traceability and transparency of product data for consumers.
- Provides case-level visibility across the supply chain, allowing for greater inventory control.



“The GDSN enables not only supply chain efficiency, but demand creation by ensuring that our product information is represented correctly within customer catalogs, digital sites and selling materials.”

— **JAMIE MCKEON**, Vice President of
Marketing, Foodservice Division,
Rich Products Corporation

The world's first non-dairy whipped topping is the innovation that launched Rich Products Corporation in 1945. (Source: www.richs.com) Today, Rich's is a leading supplier to the foodservice, in-store bakery and retail marketplaces.

In 2010, Rich's realized that the quality of its product data was as critical to its customer relationships as the products themselves.

"We would hear from a customer that an invoice wasn't quite accurate or that a product's dimensions and weight were not as precise as needed," says Sue Leary, director of Data Synchronization. "This customer feedback led us to examine the completeness and quality of our data."

For many years, Rich's had used GS1 GTINs embedded in barcodes to uniquely identify its products.

"Yet, we needed a 'single source of truth' where our product GTINs and attributes could reside and be shared with our brokers, distributors and operators," explains Leary. "We decided to implement a data quality process and use the GDSN."

Rich's first goal was to complete all mandatory data fields for each of its products in the GDSN. The company assembled a cross-functional data governance team and, for each product, an "owner" or several owners were assigned.

"Product development is a cross-functional process, requiring input from research and development, plant operations, regulatory specialists, packaging and graphics engineers and the sales and marketing team," advises Leary. "We understood that managing product data also needed to be cross-functional in nature."

Today, the more than 2,000 Rich's products and their attributes reside in the GDSN.

"With a new product introduction, there are owners accountable for supplying all the needed data before its launch. And our process has checkpoints along the way to monitor and ensure the completeness of the data."

Using its disciplined approach, Rich's is now focused on the accuracy of product data such as the dimensions and weights. "Accurate data has a significant impact on our operations," Leary says. "We now get it right the first time to eliminate costly re-work."

"Providing additional product data for our customers is just another step in our ongoing data quality journey. GS1 Standards are helping us each step of the way."

— **TOM LEBUHN**, Vice President of Foodservice Sales,
Rich Products Corporation

Using GTINs in business transactions is also a critical element for Rich's operations. "GTINs have improved the accuracy of our shipments and enables our customers to reconcile their invoices and receipts with purchase orders for faster payments. With a GTIN, it's much easier to validate a deduction or a claim and pay it in a timely manner."

Jamie McKeon, vice president of Marketing points to other benefits of using quality data. "GS1 Standards enable not only supply chain efficiency, but demand creation by ensuring that our product information is represented correctly within customer catalogs, digital sites and selling materials."

And with the GDSN, Rich's can now onboard a new trading partner in just a matter of weeks versus months.

"We recently synchronized about a thousand product codes with a distributor in less than two weeks," adds Leary. "That's pretty amazing."

Rich's is also transitioning to the GS1-128 barcode that provides dynamic information needed by the company and its operators for traceability.

"Our customers and their consumers are requesting far greater transparency regarding what is in their food and where it comes from," advises Tom LeBuhn, vice president of Foodservice Sales. "Providing additional product data for our customers is just another step in our ongoing data quality journey. GS1 Standards are helping us each step of the way."

To learn more about Rich Products Corporation, visit www.richs.com.

Interested in the Foodservice GS1 US Standards Initiative? Visit www.gs1us.org/foodservice.



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