

## Project Snapshot

Company: Forfars Bakers  
Business: Bakers

Project: Implement new quality control systems and new product design

Food and Technology

## No loafing around for the bakers at Forfars

Forfars Bakers have been on a roll recently, developing 164 new products, inventing a patentable sandwich dispenser and introducing operational efficiencies into their retail outlets and factories, all during a KTP with London South Bank University (LSBU).

Brighton based bakers, Forfars, realised the need to grow their production in order to compete against the bakery giants and supermarkets that were taking over the industry.

LSBU Food Technologist, Adri Bester, worked closely alongside KTP Associate Michael Bulman and Managing Director of Forfars, Tim Cutress to implement a wealth of initiatives into the company. "We were able to try ideas and products that we would not normally have had the time to do" commented Tim. Quality control systems were implemented, manufacturing and operational efficiencies were introduced and the invention of gadgets such as a patentable sandwich dispenser and original portion controller were created.

New product development (NPD) and improvements in operational efficiencies played a leading role in this KTP project. Introducing and embedding new procedures such as observing sales trends, reviewing packaging options and developing a new bio-degradable sandwich container were key to the success of this project. "Pro-active NPD and manufacturing efficiencies gave Forfars a leaner way of

running the business, reducing menu fatigue and improving cost effectiveness," commented Michael.

"In spite of the financial climate, driving the change from a re-active 'me too' approach to a pro-active new product development objective, the KTP project still managed to deliver on innovation," says Adri. "I have no doubt that the KTP project helped Forfars retain their market share in spite of the economic environment and incredibly strong growth in competition."

Forfars' new ability to utilise market research for new product ideas and the new fast and smooth concept to launch new products provided the ability to retain customers and gain new ones.

We think the KTP benefitted everyone involved and that is why we are pursuing a second programme.