



CoPacking, Packing Operation?

Would you treat your production line as you treat your CoPacking operation, from planning the operation to guarantee fulfillment of quality standards, including all of the referred aspects?

CoPacking is an operation which aims to increase the responsiveness to the market, through small operations to manipulate the product offered by a company. Simple thing, we may say. Lets see.

To start, lets consider the example of adding an inert product to an already existing product - for example, a door key with a existing product. In this situation, there are no major impacts, the final product remains the product and the production lot too. Well, it might not be ... if the door-keys involve a change in the number of units inside of product case or in the number of cases on a pallet. This situation possibly will require a careful planning of the operation, so that no errors occur in the receiving and expedition the product, at least in the large retailer's warehouses.

From this point, the operation may become more complex, because:

- A larger amount of product is offered, increasing its sale unit.
- A third product is created from too different products;
- The product is changed, by manipulation of the sale unit size (produce a pack of 800 grs from two packs of 400 grs each, for example).

The bottom line is that we are in the presence of a real factory, with its own production line.

Thus, questions arise across and along of the supply chain, from operation planning, operation implementation, creation of the new product in the range, product coding, stock management, timing for introducing the product in the supply chain, timing for product withdrawal to the traceability and quality assurance (BRCFood, for instance).

And also, of course, throughout supply chain length, because all of the above, must be done by the operator of Copacking, the logistics operator and supplier together with the client company.

Considering what was stated above, the question is: would you treat your production line as you treat your CoPacking operation, from planning the operation to guarantee fulfillment of quality standards, including all of the referred aspects?

We think not, we believe that in most of cases a need is felt to improve at least some of the following:

- The rules for product coding: when should a product have a new code?.
- The rules for product introduction and withdrawal in the supply chain, including the phasing of the normal product replacement by operated product.
- The operation planning.
- The operation execution control.
- Quality assurance during the production process.
- The management of the product lots and its traceability.

If so, how do intend to do it, or gathering information to do it?

One last question: whom do you consider that should be responsible for the management of this operation? The marketing division, the production division or logistics division?

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