

Number 7

Store Automation & Barcode Printing

BEAUVAL knows where the beef is with TOSHIBA TEC B-SX4 RFID-ready printer

**Retail groups soon to mandate
RFID technology – asking suppliers
to embrace fast, efficient traceabil-
ity solution**

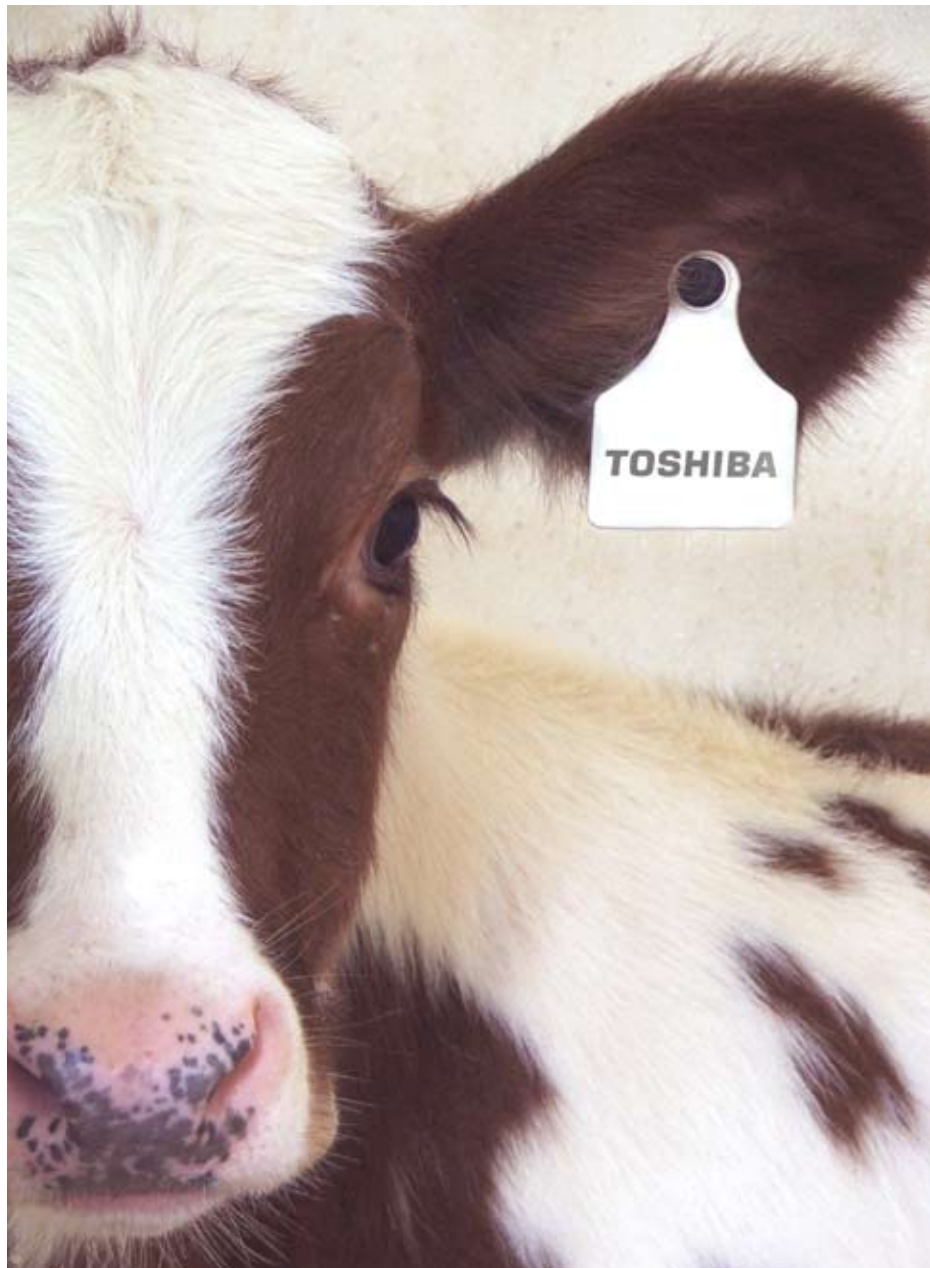
Lessines is an agricultural town halfway between Brussels and the French border. It is here that in 1996 Jean-Pierre Brys founded a meat processing facility to serve his 20 butcher shops operating in regional supermarkets. His son, Frederik Brys, took over the helm in 2001 and explains: “We started serving our own butcher shops with pan-ready meat products like steak, sausages and more. Over time, we became manufacturers of cooked meat products using vacuum-packaged solutions. Today, we deliver our products to supermarkets, catering companies and industry. At the Lessines 3,000 square meters manufacturing site, we currently process over 2,400 tons of meat annually.” Beauval has an annual turnover of 10 million EUR with 39 staff.

The Challenge – Life in the Fast Lane

The company serves large national retailers with customized meat products. Now how can a medium-sized firm walk side by side with giants without getting crushed?

Beauval is a shining example of a family-owned enterprise that stays ahead of the competition through smart innovative solutions.

Retailers and food service operators are increasingly demanding high-quality products



“The solution complies with all our requirements. Traceability is no issue any longer and process cycles have been reduced by half.”

with longer shelf lives to accommodate the increasing complexity of logistics and warehousing.

In-house butcher shops are out as retailers streamline their operations. Yet, accommodating customers with fresh produce is more than ever a must-do.

“Our products are over 80 percent made to order. Our production process is totally geared toward this end with very short production cycles. In some cases, the processing time from order intake to delivery is a mere four hours,” Frederik Brys said.

“The explosive growth of the business (24 percent annually since 2001) and the high number of product varieties (3,500 in all) made it a real challenge to get a good grip on the situation. We needed an ERP solution that could manage our growth and at the same time would make us compliant with the new strict traceability legislation that was soon to be announced.”

Company Profile

- Company Name: Beauval S.A.
- Industry: Food processing
- Head Office: Lessines, Belgium
- Revenues: 2004 turnover 10 million EUR.
- Employees: 39
- Business Environment: manufacturers of cooked meat products using vacuum-packaged solutions. Beauval products are sold to supermarkets, catering companies and industry.
- Implementation Team: TOSHIBA TEC in cooperation with GMI Group business partners
- TOSHIBA TEC Product: RFID-ready TOSHIBA TEC B-SX4 printers



Buying into the Future

Beauval made an extensive market study of the available ERP solutions for the food-processing industry and eventually selected FoodVision, a niche product from German Modus Consult from Gutersloh in Germany. FoodVision is an ERP solution specifically developed for the food processing industry and based on Microsoft's Navision technology.

Standing out among world-class players, FoodVision proved a good choice based on a long reference list in the industry, Frederik Brys said. “The Microsoft Business Solutions strategy and the know-how of the GMI Group business partners were important parameters for us. Ease of use and the wide variety of options made us sign up for FoodVision.”

TOSHIBA TEC, a Microsoft technology partner, already had professional barcode printers in operation at Beauval. “To integrate the TOSHIBA TEC B-SX4 printers with the new ERP solution was easy,” Mike Keane, European Product Manager explained. “Our industrial printers are engineered to be ‘future-proof’ with a wide range of options such as the Central Network Management Suite. This allows the user to manage all SNMP printers in the network through their IP address and serial number, get simultaneous firmware updates across the network and have real-time status of each individual printer, including troubleshooting support. Connecting to FoodVision was a straightforward thing for us.”

As organizations have mandated RFID technology be implemented in their logistics and supply chain systems in the near future, TOSHIBA TEC also engineered the B-SA4 to be RFID-enabled (HF and UHF).



'GPS' at Beauval

The implementation of FoodVision by Microsoft Business Partners GMI Group from Ghent was a success: "The ERP solution complies with all our requirements. Traceability is no issue any longer and process cycles have been reduced by half. In addition we now have a real-time stock overview," Frederik Brys said.

The TOSHIBA TEC B-SX4 printers are a key component during the swift and flawless meat processing at Beauval.

At every stage of the production process, from the production planning, over buying in the right ingredients until processing and packaging, Beauval is able to trace every ingredient along the entire trajectory. "And that is, for us, in essence, what we want to prove: that our products are of the finest quality. Every time, again and again. This is a very strong statement we can make in the market."



Competitive Advantage

The legal compliance requirement, once a challenge, today is a competitive advantage for Beauval. The TOSHIBA TEC bar code printers are stationed at every step of the production process. Seamlessly linked to the ERP solution, they print out correct and up-to-date information on the labels that are then stuck on the 'work in progress'. A total of 20 TOSHIBA TEC B-SX4 printers take care of their tasks in the process flow to ensure that the customer has a proven record of events for each order that was processed by the food specialists from Lessines.





Since there are increasingly stringent legal requirements regarding the full traceability of goods, the wider use of RFID technology has virtually become unstoppable. Asset tracking is an important application, which allows users to introduce RFID in stages and later harness its benefits for other areas of application, too.

At Beauval, they are fully prepared for this. "Traceability was a key issue that we have solved in a constructive way. The next step is to build on this expertise and follow in the footsteps of our large customers to initiate the proper RFID technology solution," Frederik Brys said.

"TOSHIBA TEC, with its future-proof design concept, has the right answer," Mike Keane explained. "A company using a TOSHIBA TEC barcode printer knows that at no extra cost, their printer is RFID-ready. You just use the proper application and your TOSHIBA TEC bar code printer instantly becomes part of your RFID solution."

That is a statement that will certainly please Beauval's customers, knowing that they have a business partner who skillfully uses smart technology solutions and so can safely continue to grow the business in the future.

About TOSHIBA TEC

TOSHIBA TEC Europe has earned a reputation as a leading manufacturer of retail and industrial information systems through product development that aims to anticipate and uncover potential customer needs, resulting in products that provide real value and benefits to the user.

As a total solution provider, TOSHIBA TEC Europe offers a complete package from consulting and system design to system installation, operation and maintenance of point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems.

TOSHIBA TEC Corporation has a global turnover of 355 billion yen. TOSHIBA TEC's majority shareholder is the TOSHIBA Corporation, which provides TOSHIBA TEC with the support of an unrivalled worldwide organisation with a strong presence in four continents.

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