

## Weetabix starts in UK with global supply chain roll-out Opts for Manhattan Associates system for 'full inventory visibility'

By Computerworld UK reporter

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Weetabix is set to standardise its distribution operations on Manhattan Associates' global supply chain platform, with the system earmarked for initial deployment at the firm's Burton Latimer and Corby sites in the UK.

The privately owned food firm, whose brands include Alpen and Ready Brek, also has operations in the US, Canada, Continental Europe and South Africa that will also move onto the platform in time.

Weetabix's CFO Richard Martine said the firm chose the Manhattan Associates platform after a review of the firm's existing technology infrastructure confirmed the need for a system that could serve a multi-site distribution network and offer full inventory visibility.

Martine said the platform's widespread adoption by leaders in the food industry around the world also lay behind Weetabix's decision.

Weetabix recently deployed a mobile barcode-labelling system at its four UK food manufacturing sites in order to help it comply with food labelling and traceability regulations.

The technology means Weetabix staff can now label pallets more easily on the production line, without the need for fixed barcoding equipment on every line.

The mobile units run on software developed by Kelgray Products, and make use of Intermec scanners and printers with wireless cards. The Kelgray software enables the printers to communicate with Weetabix's production management systems over a wireless network.

Last year Weetabix installed supply chain demand planning software from TXT eSolutions in an effort to improve its global forecast accuracy. It has said the platform is enabling manufacturing efficiencies, warehouse stock reduction and better transport utilisation.