



Sonneveld creates real-time view on production and quality with HAI*QPM

Zwijndrecht, The Netherlands 12 July 2010 – Sonneveld, a leading Dutch manufacturer of bakery ingredients, has started the implementation of the HAI*QPM software for their manufacturing facilities in Papendrecht. With HAI*QPM, Sonneveld is building a real-time information system for production and quality. An internet-based test phase was carried out to prove the software's suitability. HAI*QPM is a web based software product from HAI in Zwijndrecht.

Anticipating growth

Anticipating increasing sales volumes in the near future, Sonneveld focuses to increase production capacity without added capital investments. To this end, Sonneveld selected HAI*QPM to provide the production personnel with real-time information and reporting of quality and OEE performance data to further improve the performance of the production units.

Project goals

With ambitions set high, Sonneveld set out to find a software solution that could meet their project goals, such as:

- a paperless plant: the current paper based checklists for production and quality will be replaced by a truly integrated information backbone on production and quality,
- trending of critical process and quality parameters,
- Overall Equipment Effectiveness (OEE) reporting per product code,
- unlocking process data: to remove the blinders and see the big manufacturing picture,
- mass balance monitoring to identify losses, etc.

The proof of the pudding

Sonneveld worked together with the HAI-team to put HAI*QPM to the test, and make sure all the project requirements could be met. To this end, HAI created a "Sonneveld-only" HAI*QPM service in their data centre, which Sonneveld could simply access via internet. "In fact, we actually implemented HAI*QPM to demonstrate how the software would cope with the different topics", says Mr. Bruno Keus, Director Technique and Supply Chain at Sonneveld. "After all, the proof of the pudding is in the eating."

Based on the satisfactory results, Sonneveld could present a well-founded business case and project plan to the management team, and got a project approval to pursue the implementation planned to go live on 1st October 2010. With HAI*QPM Sonneveld has a powerful, reliable system to tackle today's challenges and stay ahead of tomorrow's.

About HAI

HAI, The Netherlands (www.hai.nl) delivers Enterprise Manufacturing Intelligence (EMI) solutions to help clients accelerate operational performance initiatives, drive operating strategies and capture actionable insight in production & quality compliance. Using HAI*QPM, manufacturing teams can create real-time information on production- & quality compliance and support corporate initiatives like TPM and other continuous improvement methods.

About Sonneveld

Sonneveld is an established name in the bakery world. Sonneveld has been producing and selling bread improvers and release agents, mostly in Europe, for more than 50 years. The main office and production facilities are located in Papendrecht, The Netherlands. Since May 2010, Sonneveld is part of Orkla Food Ingredients, a leading European supplier of bakery ingredients, with subsidiaries in over 17 European countries. More information: www.sonneveld.com