



CUSTOMER SUCCESS STORY

Puffin's Perfect Storm

How to grow 50% in the first week of a global pandemic

Smart Production Day | Oct 26th 2021
'SMART MANUFACTURING' TRACK



.AGORIA



*Croeso and welcome
from Puffin Produce
“The home of Blas y Tir”*



Welsh produce for Welsh customers.

Natural raw materials

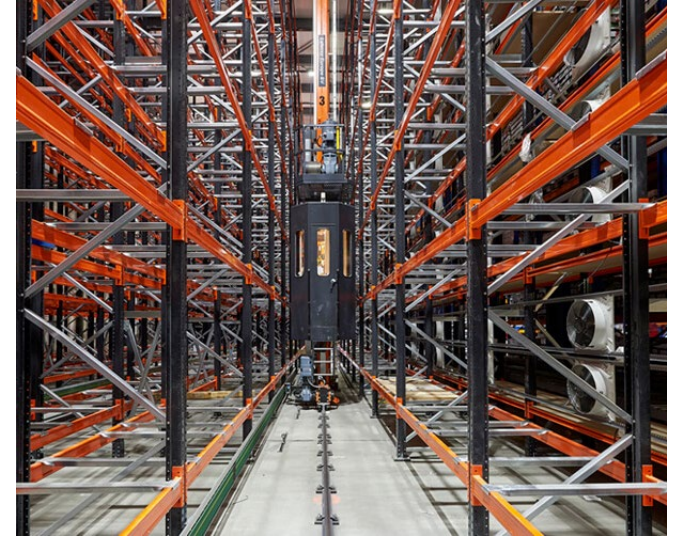


Storage space for 55.000 tons



Monitoring & predicting







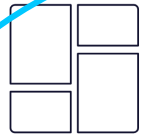
+



Brighteye

To gain and sustain manufacturing momentum
with the Momentum platform

MES



Dashboards



Labelling



Knowledge



Reporting



Digital Trail



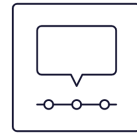
Personnel



Track & Trace

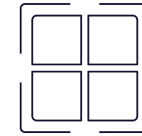


Batching



Historian

+



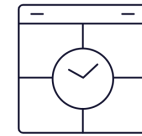
WMS

+



Quality Control

+



APS



MOMENTUM
OPERATIONS

The gain of Puffin's Business Momentum

Diversification strategy:
entering the same markets
with new products



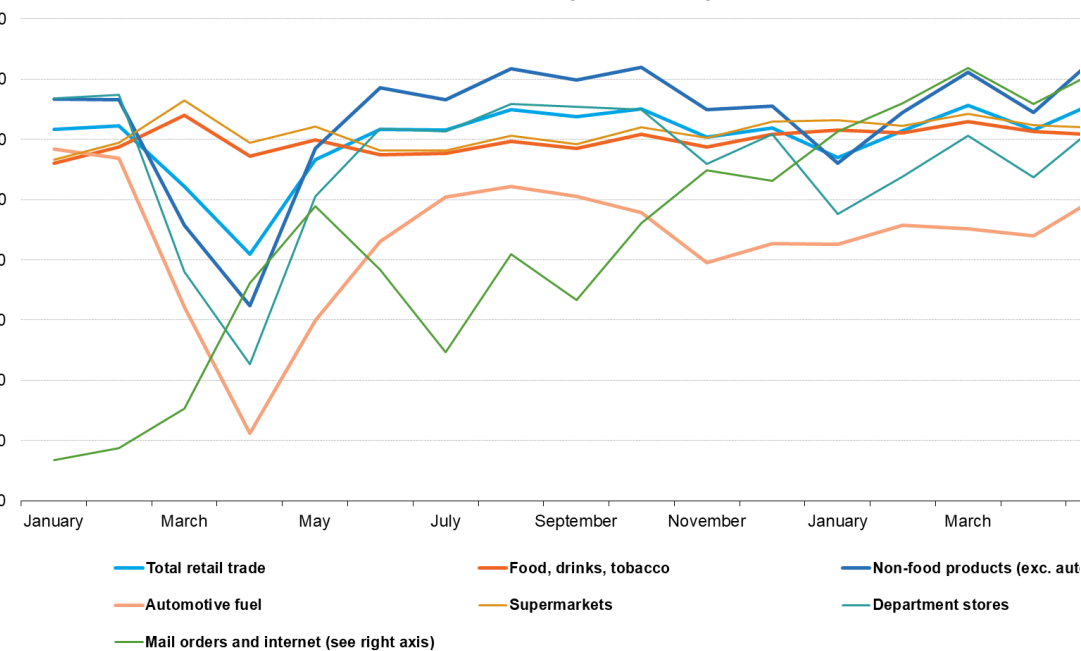


Enter:
The global ~~Covid~~
Supply Chain crisis



What happens if ... we all have too much free time

EU, development of retail trade volume, January 2020 - July 2021

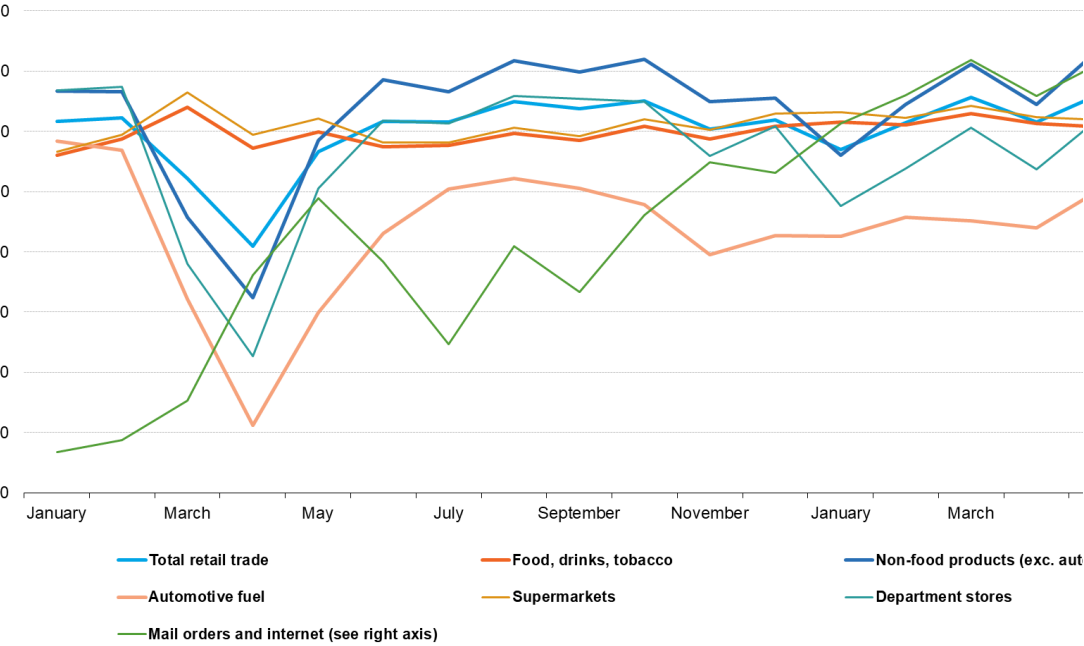


Source: Eurostat (online data code: sts_trtu_m)



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EU, development of retail trade volume, January 2020 - July 2021

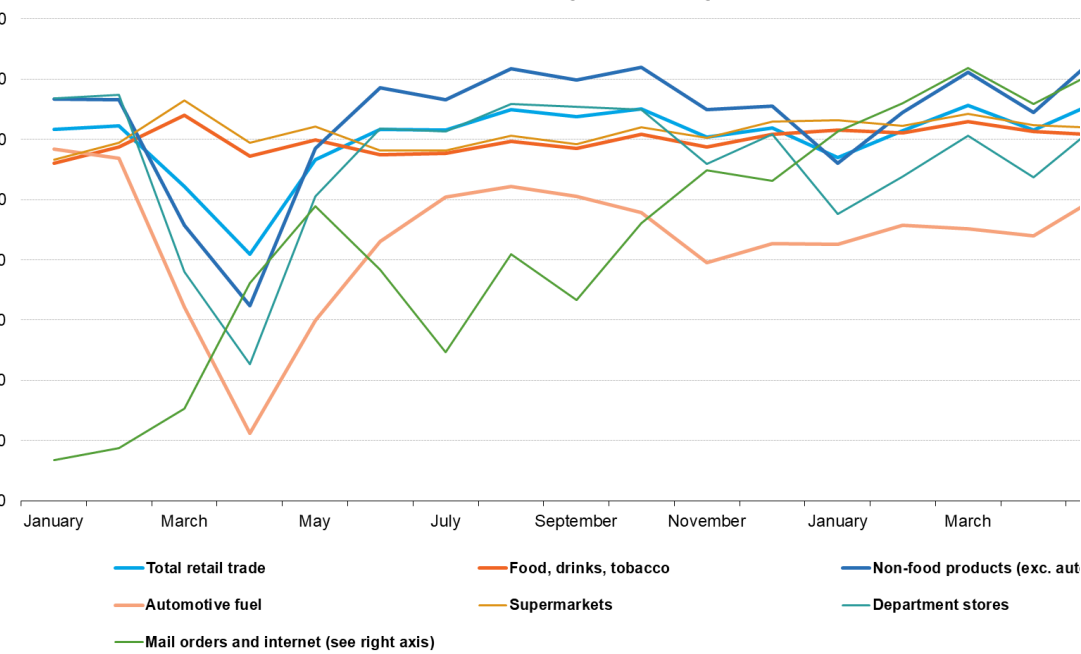


Source: Eurostat (online data code: sts_trtu_m)



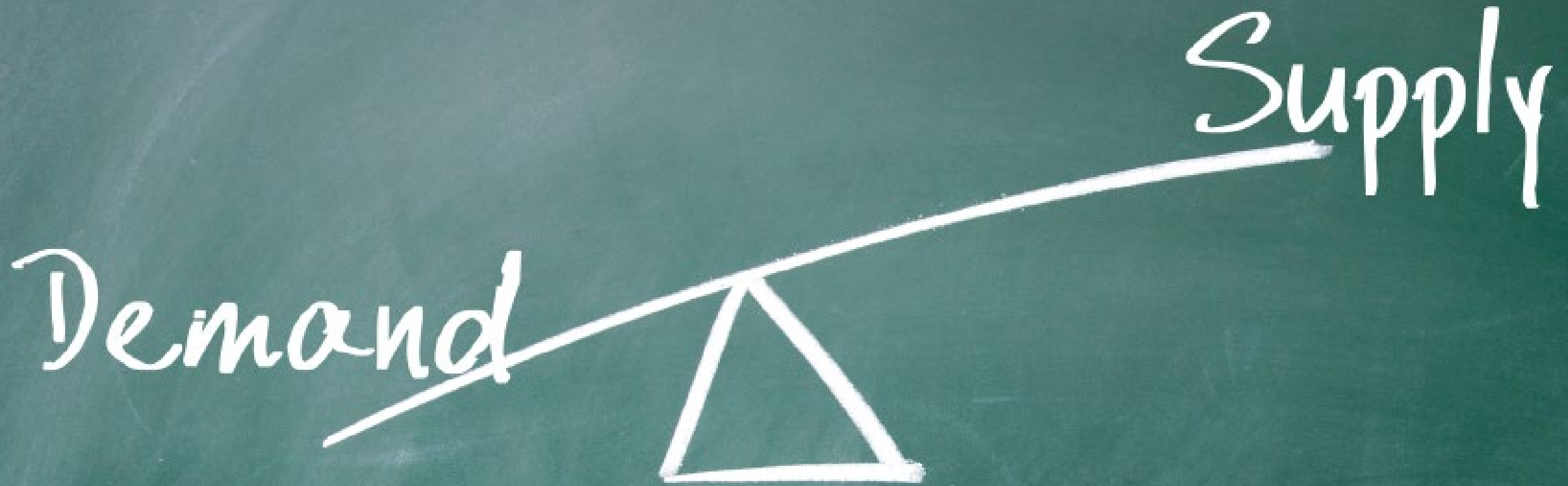
What happens if ... we all have too much free time

EU, development of retail trade volume, January 2020 - July 2021



Source: Eurostat (online data code: sts_trtu_m)





Many different
material lots

+

deep knowledge of
quality, variety and
profitability

=

Master of the
*'Constant flux in
business demand'*



15 tons/hour



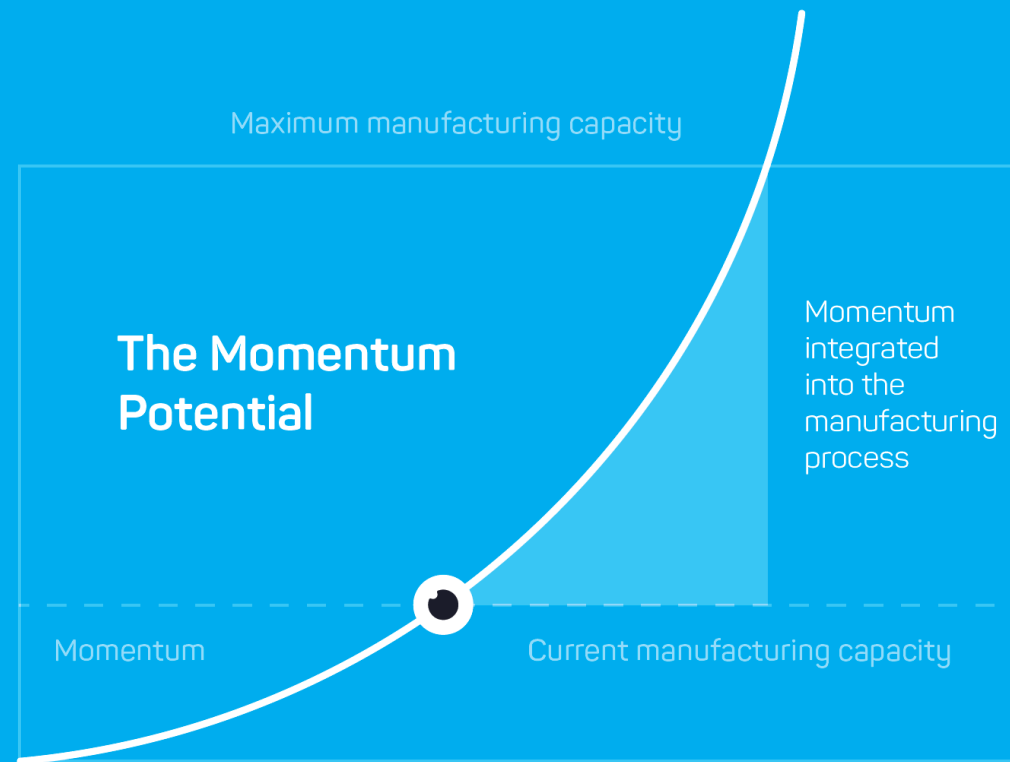
30 tons/hour

Retailers in desperate
need of potatoes?

➔ Puffin to the rescue!



Brighteye knows and **Puffin experienced** what it takes to maximize the momentum potential in manufacturing



**Let's gain business
momentum**

**Discover more on
brighteye.be**

