

*Celerant clients, former clients & friends of the business share their expertise and experience.*

# STRIVING FOR SELF IMPROVEMENT.

**Patrik Andersson, CEO of Rieber & Søn, recently spoke to FoodChain magazine about the company's successful 'Our Future' programme - and how Celerant Consulting was a vital ingredient.**

**O**perating predominantly within the Nordic region, Rieber & Søn manufactures and supplies a variety of own brand food products to the retail market. Founded in 1839 the company is today responsible for more than 20 different brands, produced and marketed from 17 factories and sales departments, spread across 12 countries.

Towards the end of 2008, Rieber & Søn began a large, complex programme called 'Our Future'.

*'It was specifically designed to examine various aspects of the company, from its different business units and product portfolio, to the production side of things and its various purchasing methods, all of which have since been consolidated into one location, here in Bergen. The whole purpose of 'Our Future' is to increase the overall efficiency of the company, both from an administrative point of view and in regards to Rieber & Søn's factory operations, and the results have already begun to be seen with 2009 and*

Celerant Consulting was selected as the strategy implementation partner to work alongside Rieber & Søn in their 'Future Production' programme. What started as a 2 site improvement project quickly developed into a multi-site programme involving all of Rieber & Søn's production facilities. The programme's primary focus concerns the Production, Maintenance and Planning processes and management systems. As well as challenging operational and financial project targets, the programme also has a strong Continuous Improvement focus to ensure that the changes are sustainable. Celerant achieves this by using its unique Closework® approach to get down on the ground and work alongside Rieber & Søn's people to coach, develop and empower them as individuals.



*'Honestly, without the support of Celerant, the goals the company has achieved to date would have been hard to realise indeed.'*

Patrik Andersson, CEO, Rieber & Søn.

*2010 being particularly good years for the company, driven by a dramatic increase in profits.'*

#### A strong Partnership

By the end of 2011, the company will have completed a full factory audit in relation to the 'Our Future' programme: *'The goal of this phase is primarily to establish new, more efficient ways of working, while also reducing overall operating costs. In undertaking this work the company has received excellent support from Celerant Consulting. The relationship between*

*the two companies has been a co-operative partnership, with Celerant taking a very hands-on approach, actually going into the factories and working with Rieber & Søn employees to achieve the best possible results. Honestly, without the support of Celerant, the goals the company has achieved to date would have been hard to realise indeed.'*

#### A strong Future

With the 'Our Future' programme heading towards its conclusion, the company is now

*starting to look at future opportunities: 'Rieber & Søn has spent a lot of time working to consolidate and streamline the company, but now is also the time to start looking at how the company can grow in the markets it is already established in, through both organic growth and acquisitions.'* ■