

Pasta forever!

How GS1 standards help strengthen brand credibility and open new business opportunities



Challenge

La Juvenil turned to GS1 for advice and support when seeking for a traceability solution that could guarantee high quality of their products. In addition to that, La Juvenil was struggling with paper-based processes resulting in operational inefficiencies.

Quick delivery and efficient operational processes are extremely important for La Juvenil because of the 24-hour shelf life of most of their products. With the objectives to better serve customers, improve operations and set the company for further growth, La Juvenil relied on GS1 standards to automate ordering and fulfillment operations, and to enable traceability.

Solution

The project started with a review of all production processes and identification of improvement areas. Objectives were set to implement new methodologies for identification of raw materials and supplies at reception at the production plant, and identification of all finished and semi-finished products that arrive in warehouses and leave to their final destination.

La Juvenil adopted a range of GS1 standards, including GTIN, SSCC (Serial Shipping Container Code), GS1-128 barcodes encoded with lot numbers and expiration dates, and GS1 EDI order-to-cash.

Implementation covered complete digitalisation of the production process, including orders from customers and deliveries. The production planning system has changed to produce what is ordered, and the invoice to include shipped products only, while before the invoice was issued right after receiving the order.



Benefits

- 95% of orders are received electronically, confirmed by the sales department and handed over to production. Before the project, orders were paper-based taken by fax or by telephone.
- Order tracking and logistics efficiency rates increased from 80% to almost 95%. Returns due to delivery errors went down to zero.
- Customer satisfaction improved. Operational changes and traceability allowed for development and launch of new products attracting new customers and growing revenues.



La Juvenil, a producer of fresh pasta and other Italian food specialties in Argentina, started in Belgrano district of Buenos Aires 60 years ago with a store that later grew to become a leading brand in Buenos Aires. Originating in the province of La Coruña, Spain, three generations of the Juvenil family have been devoted since 1959 to keep the spirit and flavours of home cooking. The taste for high quality raw materials, devotion to family values were key players in this success story.



Today, La Juvenil's supply organisation includes a central 2,000-square-meter production plant in Villa Ortúzar making 50 tons of pasta and derived products weekly, also 20 stores and restaurants. La Juvenil has its own logistic operations to deliver finished and semi-finished products to each delivery destination every day. La Juvenil supplies hotels, retailers and others food-court operators.

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