



Reynolds Catering improves efficiency with Infor M3

Reynolds Catering Supplies Ltd. processes more than 3,200 orders for fresh produce daily in order to meet the needs of the UK's leading casual dining companies. The company's legacy ERP and supply chain systems strained to handle the workload. Infor M3 helped break down operational silos and streamline processes. Reynolds has upgraded its Infor M3 system to add new functionality around invoicing, inbound delivery management, and more.



HEADQUARTERS
Waltham Cross, UK

INDUSTRY
Food and Beverage Distribution

INFOR PRODUCT
Infor® M3

WEB SITE
www.reynolds-cs.com

“Having embedded Infor M3 at the core of our operation, we are now firmly fixed on making sure we lead the industry when it comes to customer service and developing new offerings.”

Richard Calder
IT Director, Reynolds Catering Supplies Ltd

Keeping up a furious pace

Some of the biggest names in casual dining in the UK—such as ASK, Carluccios, Pizza Express, Pret-A-Manger, and Prezzo, and hotel groups such as Hyatt and Accor—rely on Reynolds Catering Supplies Ltd. to supply them with the highest quality fresh produce every day.

Reynolds is a family business with a 200,000 sq. ft., temperature-controlled national distribution facility at Waltham Cross, near London; and 8 regional depots. It processes more than 3,200 orders daily, spanning some 62,000 sales order lines and more than 3,000 different products. This equates to approximately 12,000 buffet boxes and 50,000 whole cases on average per day, packed in a 7-hour shift and then delivered by a fleet of 200 vehicles. The entire stock of the business is turned over within 36 hours.

Reynolds' legacy ERP and supply chain systems strained to handle this heavy workload and needed to be replaced. After reviewing its options, Reynolds chose Infor M3 to meet its business needs throughout its warehouse, call center, supply chain, and finance departments.

“We have to continually evolve and look for a better way forward. We’ve found that with Infor M3.”

Richard Calder

IT Director, Reynolds Catering Supplies Ltd

Meeting the need for efficiency

Reynolds chose Infor M3 because it delivered the functionality to manage the complexity of food distribution including the challenges associated with the short shelf life of chilled products. For example, the application's unique re-inspection time and sales time features enable Reynolds to reclassify and adjust shelf life at both item and lot level, which has reduced the risk of product waste.

Reynolds also appreciated the order capture capabilities of Infor M3, which the company has used to develop a quick but robust order entry system. This is vital given that Reynolds handles approximately 1,000 manual orders a day, with an average of 22 lines per order.

Reynolds also has worked with a partner to use Infor M3 to build a comprehensive warehousing solution. Handheld terminals in the warehouse have been updated to reduce the number of keystrokes needed per pick. This increases efficiency and improves accuracy by reducing errors.

New developments

Reynolds has embedded Infor M3 at the very foundation of its business development. For the finance department, M3 has delivered a substantial improvement in the speed and detail of reporting, which has led to better credit control and a reduction in debtor days. The increased detail M3 provides has improved decision making across the company and led to a reinvention of critical processes—going from a siloed, functional department approach to one with end-to-end processes spanning departments.

By implementing end-to-end processes with Infor M3, Reynolds has found ways to become more efficient. One area of increased efficiency is in the way the company packs cases. Richard Calder, IT Director, explains: “We ship 12,000 individual cases a day, with approximately 10 items per case. If we can improve box fill, we improve efficiency. A reduction of around 1,000 cases per night would lead to a six-figure improvement, but there is a trade-off against what can be feasibly done given the changing nature of orders and ensuring produce quality. Hence why we need input from across the teams.”

Another example involves the introduction of RFID crate tracking. Reynolds was facing substantial costs for unreturned plastic crates and needed an automated system that would match each crate to a given pick list and then show the crate itself as having been checked out and back in again. As the cost of RFID tags has decreased, the technology has become more feasible for this project. Now, Reynolds' customers who don't return crates can be identified and the situation rectified, thanks to M3.

"Our upgrade and the new developments are clear examples of the fact that in this industry, you must exploit the opportunities presented by new technology, even if those changes appear small at first," says Calder. "We have to continually evolve and look for a better way forward. Having embedded Infor M3 at the core of our operation, we are now firmly fixed on making sure we lead the industry when it comes to customer service and developing new offerings."

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