

## Dunlop

Dunlop has celebrated over 120 years in the sports goods industry. Those years spans the evolution of sport from an entertainment for the leisured few to its role in life today whereby it provides a meeting place for the world to compete in the pursuit of excellence.

### Helping Dunlop Slazenger to revamp their packaging development function to deliver savings and streamline processes

#### Business Challenge

The business had been bought by the management team who saw potential for both brand and value growth. As part of this initiative the business was looking to drive cost savings through its European and US golf equipment manufacturing division. Dunlop Slazenger engaged JRC on a project based at both the UK and US golf product manufacturing sites. Development procedures and a database were agreed with local project teams. The market requirements and brand initiatives were agreed with key Marketing personnel. The stage duration was 6 months with a target saving equal to 20% of the total annual packaging spend. Fees were performance related with invoicing that staggered to reflect the value of savings as accrued.

#### How JRC Helped

James Ross Consulting provided independent on site project management to identify and deliver savings to agreed procedures and within a fixed timeframe.

#### Value Delivered

The Project was completed on time and under budget and total savings achieved were 20% over target. On the basis of this successful completion James Ross Consulting were asked to submit proposals covering other areas within the group. In addition, proposals were also requested to provide an on-going (retained) independent Packaging Management function. The procedures for packaging development and specifications systems implemented during the stage have led to significant cost avoidance for on-going NPD.

#### About Project

Dunlop Slazenger is a British sports equipment brand name sold throughout the world, involving a variety of sporting categories. Established in 1881 it can trace its roots to 1810 and today is one of the oldest surviving sporting brand names.

#### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).