

## Newell Rubbermaid

Newell Rubbermaid household products division of this US corporation produced a range of plastic goods at manufacturing facilities in the US and European Product was manufactured by injection molding and supplied to general retailers and stores. Due to increasing commercial pressures on the business, James Ross Consulting were commissioned to identify and implement process and material cost savings. The project concentrated on production facilities in Central and Eastern Europe

### Providing Newell Rubbermaid with Pan-European cost savings across multiple production facilities to alleviate commercial pressures on the business.

#### Business Challenge

Rubbermaid had entered the European market with their range of products, brands and processes based on their successful US model. The European market place had, with the opening up of Eastern Europe, become significantly more complex. It also offered a wide range of low cost competitors. JRC were based at three European manufacturing sites, the challenge was drive out packaging and distribution costs and develop R&D procedures for use across the business.

#### How JRC Helped

A packaging change process was developed and agreed internally, whereby the product was packed in production, shipped to central stores, picked and shipped again, under agreed conditions. JRC then led a project team in identifying packaging cost savings, developing and implementing change. This covered materials, vendor consolidation and changes in distribution process efficiency.

#### Value Delivered

Savings of over 20% of the packaging spend were achieved with minimal disturbance to operations. On the basis of competent action by James Ross Consulting, Newell Rubbermaid retained our services for a future phase. The new packaging formats JRC designed acted as examples for future NPD, representing on-going cost avoidance for the business. The specifications for pack components developed via the change process provide a starting point for the future classification, control and value analysis.

#### About Project

Newell Rubbermaid is a \$6.5bn consumer goods company and makes housewares (Rubbermaid plastic products, Calphalon cookware), hardware (Amerock cabinet hardware, IRWIN and Lenox hand tools), home furnishings (Levolor blinds), juvenile products (Graco), hair products (Goody), and office products (DYMO, Sanford, Sharpie). Newell Rubbermaid sells its products primarily to mass retailers and home and office supply stores.

#### 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).