



## MARTIN'S TOYS & PROARCE

### REDUCED ADMINISTRATIVE TASKS, DOWNTIME & CHANGEOVER WHILE IMPROVING PRODUCTION CAPACITY



#### MARTIN'S TOYS AND PROARCE PROFILE

**Founded:** 1986  
**Key Focus:** Injection molded toys and food containers  
**Manufacturing plants:** 3  
**Injection Molding Machines:** 25  
**Employees (total):** 700  
**Product lines:** 600  
**Customers:** 50  
**Currencies:** 3

*"We needed the hard data pulled directly from each machine to analyze production efficiency and profitability real time and take action now, while it can have a real impact, not hours, days or weeks later."*

#### Key Challenges

1. Outdated, inaccurate and conflicting data from various sources
2. Multiple, non-integrated software systems for manufacturing, sales and finance
3. Manually inputting, managing and manipulating data was time-consuming and error-prone
4. Difficult to schedule and track everything from production to inventory
5. Lack of relevant, usable reports

#### The solution: CyFrame

##### Benefits:

1. Quick, easy access to accurate timely data from a single source
2. Single plastics-specific ERP seamlessly integrates data across each department
3. Data is automatically pulled, integrated and managed
4. ERP enables production scheduling and tracking of pertinent data
5. Instant access to custom and standardized reports

#### The Results

After committing to CyFrame's plastics-specific ERP in 2015, the Martin's Toys and Proarce management teams are making the strategic business decisions that help maximize profitability, productivity and efficiency for the long term.

"Thanks to CyFrame, we have a better understanding of our business at an operational level," says Miguel Angel Martin, commercial vice-president, Martin's Toys/Proarce, who remembers manually inputting and managing data, then creating costing reports in Excel.



The companies now schedule production according to objective, accurate reports on their equipment, shifts and operators. The Martin's Toys/Proarce teams are no longer making assumptions, but know for a fact whether a machine, shift or operator's performance is meeting or exceeding their internal or industry standards and can react accordingly. Production reports are regularly published and shared with employees at all levels so that results and targets, successes and misses, can be widely acknowledged and addressed as required.

"Accurate, shared information and transparency allow our departments to work together in a more structured, systematic and controlled manner toward common goals," says Martin.

Martin's Toys and Proarce have increased production simply by improving scheduling and fostering a healthy sense of competition amongst the existing operators and shifts. Knowing that bonuses accompany the highly public recognition, employees are inspired to focus on efficiency and production targets.

"We needed the hard data pulled directly from each machine to analyze production efficiency and profitability real time and take action now, while it can have a real impact, not hours, days or weeks later," says Martin, who is one of the many executives and managers now able to focus on analysis and decision-making rather than verifying conflicting data sets from different sources.

*"By having simple live integrated production planning, we were able to improve the scheduling of machinery and reduce downtime and changeover by 20%. That is straight to the bottom line of the business."*

"Our overhead costs are fixed, so if we manage to produce more parts in 2.5 instead of three days, each piece costs less to make and our margins are up. By having simple live integrated

production planning, we were able to improve the scheduling of machinery and reduce downtime and changeover by 20%. That is straight to the bottom line of the business."

The availability and accuracy of real-time data ensures corrections can be made on the floor during a production run rather than days or weeks after reviewing a report that shows material, product and production deficiencies that result in losses.

"We'd rather make minor adjustments throughout the process than find out we're way off course and require major corrections after the fact," says Martin. "It's better for the business and ensures we have satisfied customers and the margins required for long-term sustainability."

*"Our customers appreciate the improved service levels and our employees are empowered, can respond quickly and accurately and with confidence."*

As a supplier to the likes of multinationals such as Kraft, Marinela, Juanita, Coronado and Costco, both Martin's Toys and Proarce ultimately serve a highly diverse consumer base with a single shared trait. They all expect, and demand, immediate gratification and in turn, so do the retailers and manufacturers.

"If a toy promotion is tied to the release of a movie or destined for holiday sales, the sale is lost if the product doesn't arrive on the specified day," says Martin. "Understandably, our customers have to know when to expect the partial or full order and know they can trust our updates."

CyFrame gives Martin's Toys and Proarce the information needed



## ERP Solutions for the Plastic Industry

to prioritize and shift resources to meet needs on the production floor, in the warehouse and in customer service.

Service representatives now have the necessary information at their fingertips and know they can rely on it. Previously, customers had to wait for the Martin's Toys and Proarce reps to access and carefully verify the information, then reply.

"We were able to reduce our administration workload by at least 20% while enabling employees to focus on added value activities. Our customers appreciate the improved service levels and our employees are empowered, can respond quickly and accurately and with confidence," says Martin. "CyFrame data benefits everyone involved."

After thoroughly researching ERP options, Martin and his company were intrigued by CyFrame because the off-the-shelf product had been designed specifically for plastics manufacturers. During Martin's Toys and Proarce's ERP assessments, they quickly discovered that during the sales process, every ERP provider will tell you they can integrate and optimize an injection molding operation. However, only CyFrame proved willing and able to demonstrate its true capabilities in a real-life, with our production processes with actual multi-level product routings.

CyFrame actually analyzed, created and ran Martin's Toys/Proarce's specific products in its ERP, all the way from the drawings/blueprints through to the mold structures, material requirements, quotes, production and manufacturing to shipping. First-hand experience with the CyFrame ERP proved it highly effective out-of-the-box without customization and Martin's Toys/Proarce executives were universally satisfied.

It quickly became apparent that CyFrame's ERP was designed and built by people with firsthand plastics industry knowledge and experience. Because CyFrame knows the plastics industry's work flow intimately, Martin's Toys and Proarce staff didn't have to spend hours explaining exactly what they do, how they do it and why.



"At that point, we knew CyFrame's ERP had the capabilities we'd always wanted and as importantly, that CyFrame would give us the personal attention and consulting leadership we couldn't get from a large conglomerate or other local ERP provider through customization," says Martin. "CyFrame's ERP provides insights on our business and operations and gives every employee better information and therefore improved control over their particular area."

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