

Battle Hayward and Bower **case study**

MAS East Midlands helps Lincoln company become battle ready

The Lincoln based manufacturer of animal health products, Battle Hayward and Bower, contacted the Manufacturing Advisory Service (MAS) East Midlands for assistance.



Jim Bowen, Managing Director, Battle Hayward and Bower Ltd

The UK market leader in manufacturing and distributing animal health products has positioned itself to boost sales by a further £2.6m in the next year, following support it's received from MAS to improve efficiency and increase its capacity.

“Our experience of MAS has been a really positive one. Without their expertise, we would have moved forward a lot slower and with a confidence which was unsure. It's a case of opening hearts and minds and being receptive to constructive criticism.” **Jim Bowen, Managing Director, Battle Hayward and Bower Ltd**

Battle Hayward and Bower Ltd are the UK market leader in manufacturing and distributing animal health products. Managing Director, Jim Bowen, led a management buy-in of the Lincoln-based company four years ago. Commenting on the current state of the business, Jim explained: "Whilst we've been in business for 178 years and are turning over £22m a year, we've got a long way to go before we reach manufacturing excellence. My background is wholesale sales and marketing, not manufacturing, so I wanted MAS to come in as an experienced pair of hands to reassure us about our plans for future growth and how to get there."

The ambitious new management team has already improved profitability by £3.5m a year by pushing away commodity business in favour of generating more sales of its higher margin branded products. Its future plans involve improving the manufacturing process for its own-brand products through automation, enhancing supply chain management and streamlining its picking and packing operation.

Jim said: "It is about introducing efficiencies which will either help us gain competitive advantage and iron

clad our operation from any potential challengers in the market place."

"Once a MAS Adviser had spent a day with us reviewing our operations and assessing our eligibility under the scheme, we received an in depth project of practical support spread over the first few months of this year.

This involved the systematic collection of data and process studies, initially to benchmark our performance before formulating a plan for improvement," explained Jim, who employs 107 people on premises at Allenby Road Industrial Estate in the city.

Ross Ryan, MAS Adviser said: "Battle Hayward and Bower's broad range of 6,000 products lines and an extensive customer base generates a large number of individual consignments which need picking and packing from a large warehousing inventory. In conjunction with an investment in gravity feed racking, our support resulted in these processes speeding up by 47% and, in doing so, increasing capacity by nearly 14%. Translated into cash, this equates to the potential for generating a further £2.6m of annual sales without the need to increase labour costs at all."

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MAS in the East Midlands is funded by East Midlands Development Agency (*emda*).

MAS in the East Midlands is dedicated to helping manufacturers in the region improve any aspect of their manufacturing operations, processes, production, or materials technologies.

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- **Free* advice service for manufacturers**
- **Free* on-site review visits**
- **Subsidised* assistance**
- **Best practice events**

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**Subject to eligibility*