



Ródenas & Rivera | Flexible Packaging & Converting



**Jaime Campello**  
Manager at Ródenas & Rivera

"We want to implement more and more of a Lean Management philosophy and the data we get from theurer.com C3 helps immensely with that."

## FLEXIBLE COMPANY LOOKING FOR FLEXIBLE SOFTWARE

Since its beginnings in 1972 Ródenas & Rivera has experienced a great growth that led to the company becoming one of Spain's leading manufacturers of flexible films for the food industry, non-food sectors and converters. The company's slogan "Flexible by Nature" is part of its aim to produce customized solutions for their customers. The wide range of products Ródenas & Rivera produces, includes coextrude films, laminates, barrier films for applications such as flow pack vertical, horizontal, lids, stand-up bags and large format containers. Thanks to the vertical manufacturing model from extrusion to HD flexographic printing, the company offers their customers a level of versatility which allows to adapt the products to the most demanding requirements.

The company's goal is to stay on top of the Spanish film market as an innovation driver and to further improve the longstanding relationships with its customers. Because of that the company started looking for a new ERP/MIS-software, since the old software wasn't as flexible as Ródenas & Rivera needed it to produce the various different products of its customers fast and efficiently. One of the demands the company had for a new software was that it would be able to continue with the digital change in the production as well as the inclusion of several interfaces needed in the production and the rest of the organization.

### Looking for a software for all processes

The requirements for the new ERP/MIS-system were diverse and included demands from all areas of the company. The most important one being the possibility to follow the whole production process easily and efficiently with the software. Another important feature the new software should include was a good quality management, since Ródenas & Riveras uses many different materials to produce a big variety of products that need constant supervision and a perfect traceability for all material rolls. Furthermore the stock and warehouse management needed an update which the new software should provide. All of these things should go together so the new software would be able to offer a continuous traceability and efficient processes through the whole production cycle including purchasing, producing, storing and quality management.

The decision for theurer.com C3 was made because of the vast possibilities the software has to offer and the fact that the company is specialized in the area of flexible packaging and converting. This specialization leads to the consultants and developers having a vast knowledge of all the specialized processes and requirements the converting industry has. Based on this experience and knowledge Theurer.com has developed several pre-configured Business Templates that allow a quick and easy project

## FACTSHEET

### Facts

- Company: Ródenas & Rivera is a family business with many years of experience in films and converting. Today, it is the children and grandchildren of the founder who run the company with the values that have made it a leader in the plastics processing industry.
- Task: A new ERP system was sought to improve the company's lean management plans
- Solution: theurer.com C3 met and exceeded Ródenas & Rivera's requirements and expectations for the new software. Digitization, which was previously in its infancy, was able to be advanced in leaps and bounds with theurer.com C3. At the same time, production and organizational processes were streamlined, in line with the company's lean management plans.

### Benefit

- Increased efficiency through digitization of all corporate processes
- Easy traceability of all materials according to demands from customers from food and pharma
- Future investments can be planned better due to extensive data, collected by the software

### Facts theurer.com

theurer.com C3 is the leading ERP/MIS software for the printing and packaging industry. C3 organizes all processes - from estimating, sales and production planning to logistics and controlling. With preconfigured business templates, C3 offers „best practice“ solutions for specialized companies, such as manufacturers of labels, flexible packaging, folding cartons or corrugated products. With 60 highly qualified employees, the company supports its users in the daily use of C3. Over 200 companies in 30 countries and more than 80% users automate their business processes with C3 every day.

start which was another positive factor that led to the decision to use the software of the Germany-based company.

### Multiple advantages with C3

The advantages the new software offers the flexible film manufacturer are vast and deployed in all areas of the company. "The perfect material traceability saves a lot of time for us and makes it easier to offer the best possible quality to our customers", says Jaime Campello, Manager at Ródenas & Rivera. "With the new software we gain insights we haven't had before which gives us a lot more information that is needed for important decisions concerning production, organization, lean management and future investments."



### Endless possibilities and advantages

All in all the decision to invest in theurer.com C3 was made because of the endless possibilities and advantages the software has to offer the Spanish market leader. With the different modules and Business Templates, the software fits easily into all processes of the organization and can be further customized to all of the company's demands. The project start was easy and fast due to the preconfigured business templates for flexible packaging.

The most important module for the company is the Shop Floor Control System. It collects all data from the company and allows to make decisions based on this data which was not possible before. Furthermore the Shop Floor Control System allows to uncover hidden potentials and better use of time, machines and materials. This way the company has a better balance than before and saves money for future investments.

With the traceability module the company is able to fulfill all requirements their customers have, especially from the food and/or pharma industry. With the module traceability and logistics labeling such as GS1 or other hygiene standards are easily fulfilled and recorded. All rolls - from raw materials to semi-finished goods to finished products - are given a unique roll identification number. At each step in the production process, the individual rolls, batches, or pallets are consumed, created, and labeled. This process is further automated in conjunction with electronic machine counters and allows to fulfill every traceability demand the customer's of Ródenas & Rivera might come up with.

Another advantage Ródenas & Rivera gains through the use of theurer.com C3 is the production planning which can be easily done. The whole production plan is shown digitally in the graphical scheduling board. If there are changes in the order sequence that can be easily adopted via drag + drop, so the production is not stopped, but changed immediately without



### A big future ahead

Since Ródenas & Rivera has already bought all available modules of theurer.com C3 the employees are looking forward to fully discover all improvements the software will be able to do in the company. "We are looking forward to see whatever new upgrades and updates theurer.com will come up with. Especially the Customer Relationship Management module is something we would like to see getting even better", Jaime Campello adds. "With the Software Service we have the best possible support we could get. The employees at the hotline are really helpful for small problems and the consultants who supervise the implementation and going live of the software were really nice and offered a lot of support. We are looking forward to continue working with theurer.com C3."