



**Technical
management**
-Packaging
-Quality assurance

Management of promotional items: Nestlé Suisse approach

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" Successful promotion begins with quality thinking"
Nestlé Suisse 2008

Importance of the promotional items:



- New/existing products
 - Support the launch/re-launch
 - Give additional value
- As give away, allow reminding the name of the brand
- Support the brands during sponsored events
- Ensure a presence at any time

Challenges of Quality Management regarding promotional items:



- Ensures the safety of consumers
- Takes its responsibility regarding compliance with regulatory/legal aspects
- Keeps the image of quality of the food company

Business Situation



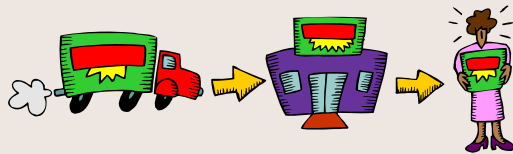
- Two groups of promotional items
 - Specifically developed for customer
 - Standard items: pencils, boxes...
- Three types of promotional items
 - On pack
 - Give aways
 - Point of sale materials for animation (ex.cups)
- Source of supply
 - Many retailers
 - Main manufactures in China

Observations from QM



- Project initiator is not always aware of the constraints:
 - Time, cost, quality, safety, legislation
- Many competencies have to be involved and leads to
 - Low communication efficiency
 - Dilution of responsibility
- Very competitive sector
 - Pressure on prices
 - Compromises on quality
- Low confidence into the suppliers
 - Supply chain complex: retailer, wholesaler, manufacturer
 - Factories not audited
 - Lack of traceability for the items

Actions



1. Implementation of a process

- Work flow
- Defined responsibilities
- Validation tools

2. Creation of written supports

- For project stakeholders: check lists, forms
- For suppliers/purchase/: markets requirements
- For QA: General Instruction

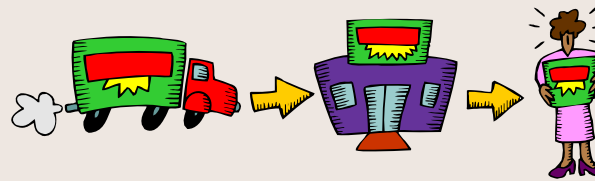
3. Definition of 3 classes of promotional items :

- Class1 = high risk: toys, food contact, skin
- Class2 = low risk: primes for adults, Nestlé staff
- Class3 = low risk modification of packaging

4. Synergies with Nestlé partners:

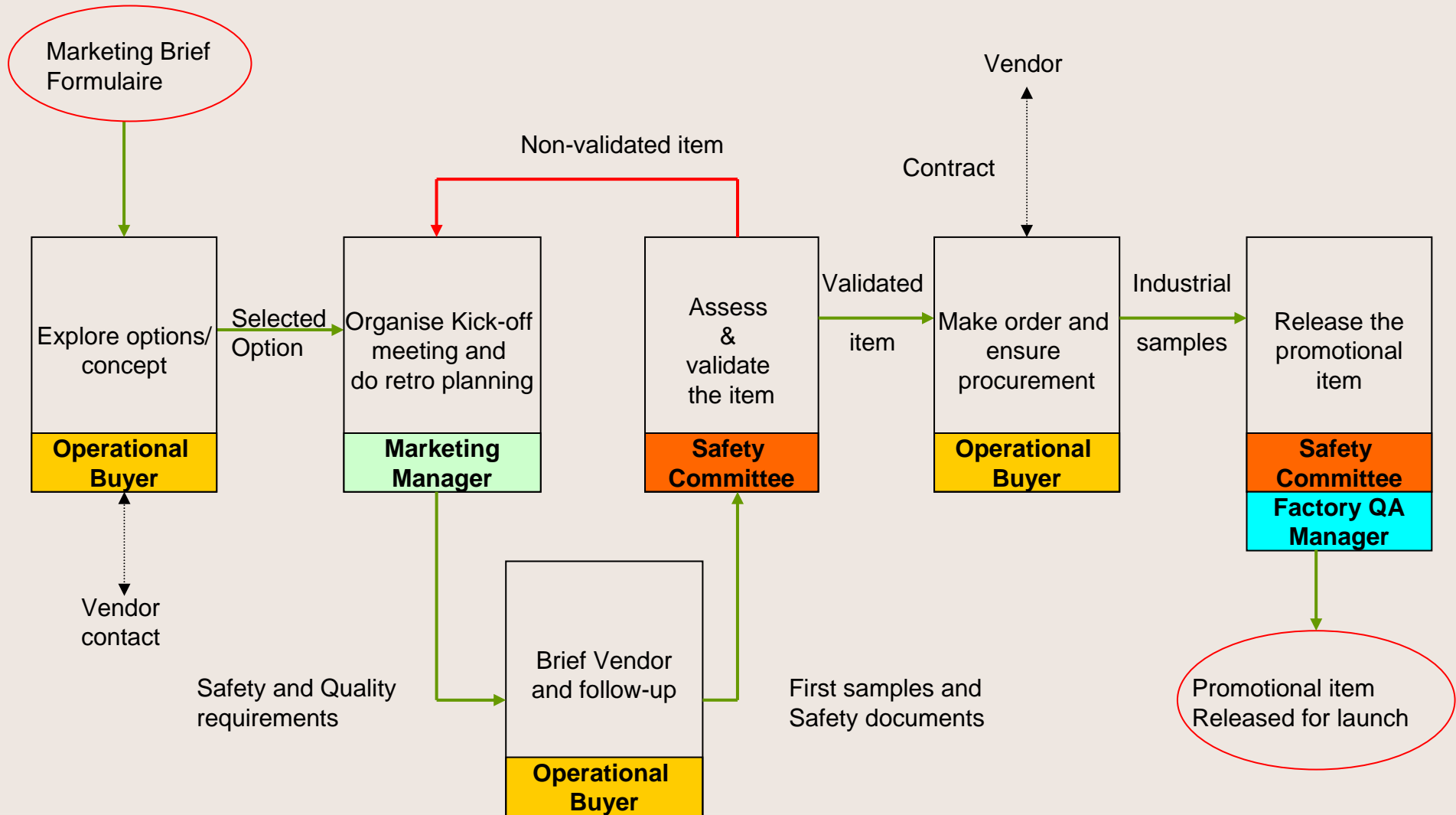
- Cereal Partner Worldwide
- Other markets

1. Implementation of a process





Process in the Nestlé Quality Management System (NQMS)



2. Creation of written supports



2. Written supports



I. General Instruction from Nestlé worldwide

- General framework
- Basic rules

II. General Instruction from Nestlé Suisse:

- Operationnal document: who does what
- Routing slip with signatures

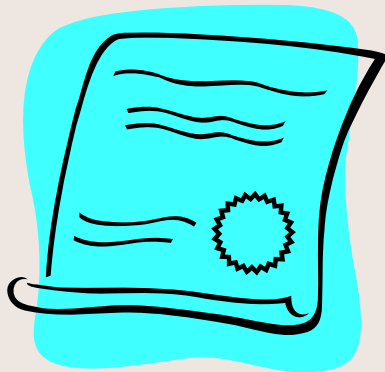
III. Formular for project manager

- Must be signed
- Description of the promotional item
- Targeted customers

IV. General requirements

- Samples
- Documentation
- Traceability
- Insurance
- Quality evaluation

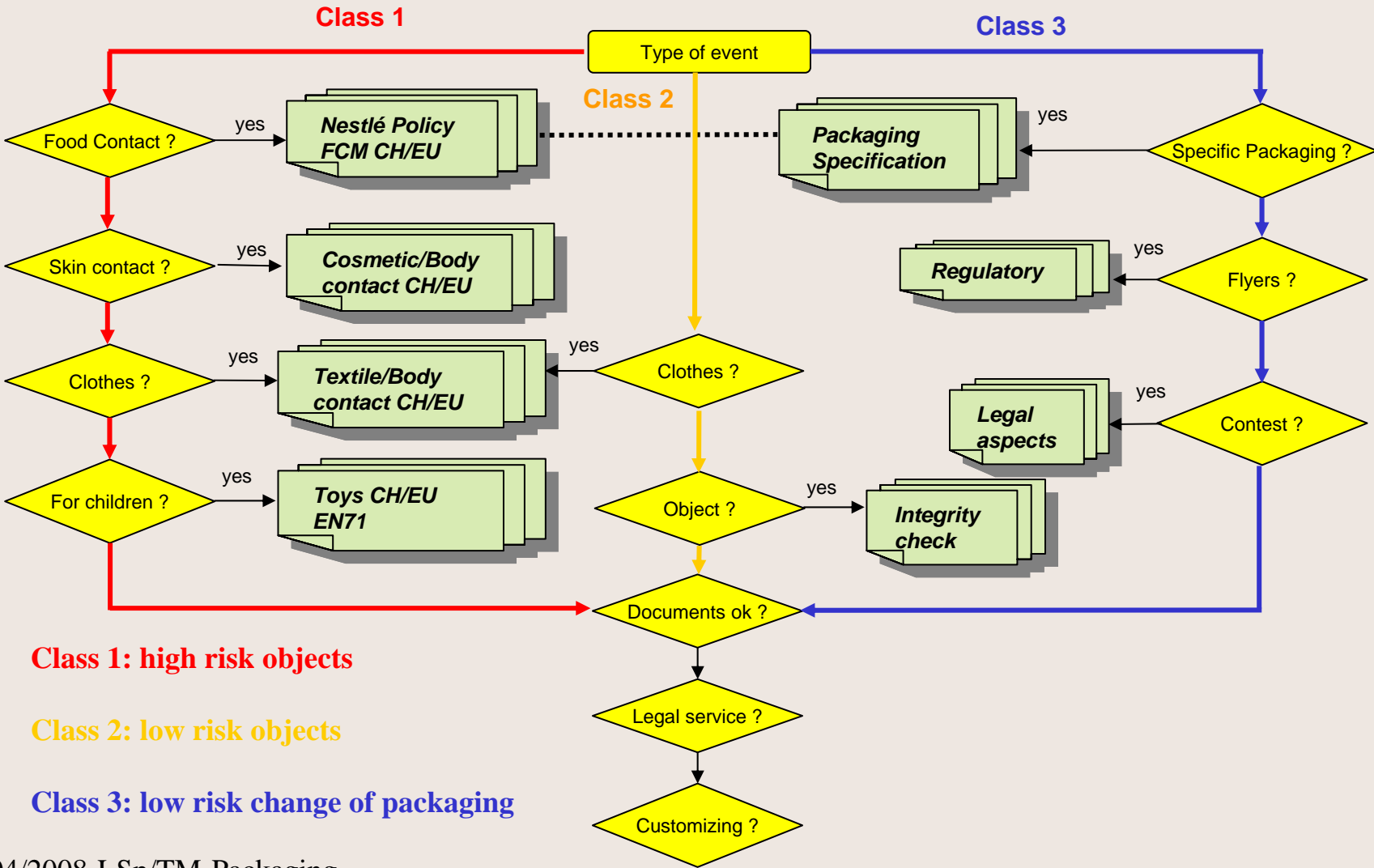
IV. General Requirements



- Samples
 - At least 6 samples are requested by safety committee
- Documentation
 - General information on retailer
 - Specification sheet with picture
 - Mention of legal requirements in the specification sheet
 - Results of any compliance tests
- Traceability
 - Manufacturing place, wholesaler, retailer
 - Manufacturing lots: code, date of production
- Insurance
 - The supplier must be insured against risks
- Material requirements
 - Currently the material requirements are based on Packaging Policy



Class of promotional items and related requirements/references



- **Class 1: high risk objects**
- **Class 2: low risk objects**
- **Class 3: low risk change of packaging**

Learning Experiences



- Positive points
 - The responsibilities are clearly defined
 - Time, cost and target managed
 - Process recordable and auditable at any time
 - Clear requirements are positively perceived by suppliers
- Point to be improved
 - Traceability of item
 - Specific requirements: paints, materials...
 - Harmonization of EN71-part 9
 - Standardization of test reports from suppliers

Conclusion



- Key points to be verified
 - Delivered object= validated example
 - Customers targeted
 - Traceability
 - Validity of documents
- Need for harmonization of requirements
 - Materials
 - Testing
 - Introduction of bill of mass/material

