



# endoline

## Case Study Marshfield Farm



### Background

Family run Marshfield Farm, which is now in its 30<sup>th</sup> year, produces over 30 flavours of ice cream at its Wiltshire based, 1,100 acre organic farm, which is home to 250 dairy cows. The ice cream is supplied to over 6,000 independent retailers across the UK.

### Scenario

Once the ice cream is made, it is put straight into blast freezers overnight. The following day, the ice cream is packed into either 5 litre or 4 litre outer boxes, outer cases are erected, the tubs packed within them, before being sealed and shipped to retailers. However, this process was traditionally manual and, due to retail demand for the 5 litre tubs to be packed into individual cases for easier storage, the process of packing was lengthy. Due to the frozen nature of the ice cream, it meant lead times were often longer as the packers could only manage small batch runs. In addition, when manually erected and sealed, the cases were not always uniform, which left the product vulnerable further down the supply chain, and in transit to the customer.



### Solution

In June 2017, Endoline installed a semi-automated, fully integrated line within Marshfield Farm, incorporating its 221 Fully Automatic Case Erector, conveyor systems, stainless steel packing tables, its 702 Fully Automatic Case Sealer and a Markem Imaje labeller. Once the cases are formed via the 221, they are transported via a powered belt conveyor to the packing stations where cages holding the product are delivered. As two manual workers are filling the cases, Endoline fitted the conveyor to an ergonomically friendly height for ease of use. The filled cases are then pushed on to a powered roller infeed conveyor to be automatically closed, and the top sealed by the 702 case sealer. Before being manually palletised, the sealed cases are run through a fully integrated print and labeller printer. Marshfield Farm packs the ice cream in two different case sizes, one for the 5 litre tubs, and a second case size for six, 4 litre ice cream tubs.

### Results



*The entire packing process takes just 15 seconds*



*Improved efficiency*



*Reduced packing time by over 80%.*



*Packing 30,000 litres of ice cream per day*

*“Automating the packing process has significantly increased our production efficiency and sped up delivery times considerably. At its maximum speed we are now packing 15 cases a minute, which will enable us to grow the business in the future.”* **Marshfield Farm owner, Will Hawking**

