

A high performance scale up Applied Nutrition UK



A CASE STUDY

Applied Nutrition UK has gone from strength to strength since its conception in 2014. The company produces an extensive range of sports nutrition products, 'formulated by experts and trusted by athletes'. Indeed, the brand supports professional athletes across sports including Premiership football, boxing, cycling, triathlon, and rugby.

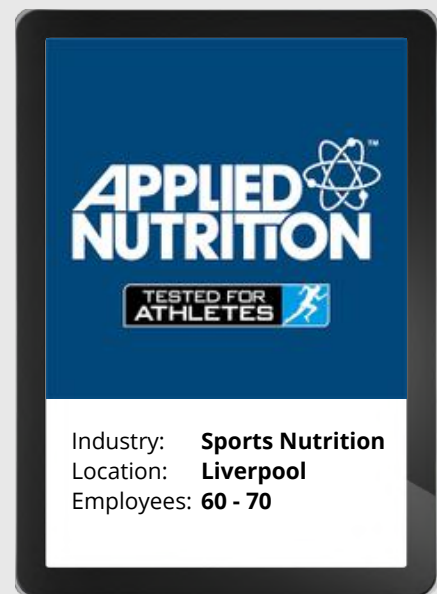


THE CHALLENGE

Applied Nutrition's mantra is the '*relentless pursuit of perfection*', so in 2020 they opened a new 45'000 square foot site in Liverpool to house state-of-the-art manufacturing facilities, in-house R&D and distribution.

It was critical to have best-in-class phone and connectivity systems in place to power the new facility. Computer managed food and packaging manufacturing processes need internet connectivity to run at peak efficiency, as does the Research and Development department.

The company also required a comms solution to allow staff to quickly reach colleagues moving around the huge warehouse.



THE SOLUTION

So we went away and our experts designed a Connectivity and Communications solution that included two internet lines; one exclusively for data traffic and one to carry voice calls.

In addition, we provided a 3CX internet phone system with SIP trunks. This improves productivity by allowing the team to speak to their warehouse colleagues via a mobile app, no longer needing to walk around the huge site to find them.



The Case in Brief

WHAT WAS WRONG?

When Applied Nutrition acquired their new facility, they needed to connect their equipment and reach members of staff.

WHY THIS IS A PROBLEM

Without a reliable solution, the business couldn't properly run production or locate and communicate with staff within the large facility.

WHAT'S THE IMPACT?

Production downtime, time and money wasted, negative impact on profits, shipment delays, internal communication issues.

THE SOLUTION

Our experts provided two separate internet lines and installed an internet phone system with SIP Trunk and mobile applications to support internal communications.



Thomas Ryder

Director
Applied Nutrition

"Opening our new manufacturing and R&D facility was a big project with many moving parts. We set ourselves very high standards, plus our products and processes must meet several food production accreditation standards."

"We went with Curveball as we needed experts with experience in the manufacturing industry to provide the right connectivity and phone services to meet these standards."

Applied Nutrition Service Stack:

- ✓ Mobile
- ✓ Broadband
- ✓ Phone System
- ✓ SIP Trunks

APPLIED NUTRITION: RESULTS

★ **Reduced hassle**

★ **Time saved**

★ **Improved operations**

★ **Improved productivity**

With communications and connectivity solutions in place, manufacturing, R & D and distribution can all operate effectively.

WHY CURVEBALL SOLUTIONS



As a smaller, agile provider we can act quickly to ensure our clients challenges are resolved without delay. You can be confident of getting reliable, expert guidance and advice - without the hard sell.

curveball
solutions



**MANAGED IT
COMMUNICATIONS
UTILITIES**



THOMAS RYDER
MD, Applied Nutrition

"We insist on working with partners that strive for excellence as much as we do in our business."

"I would definitely recommend working with Curveball, mainly because their experts really do know their stuff and they deliver on what they promise."

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