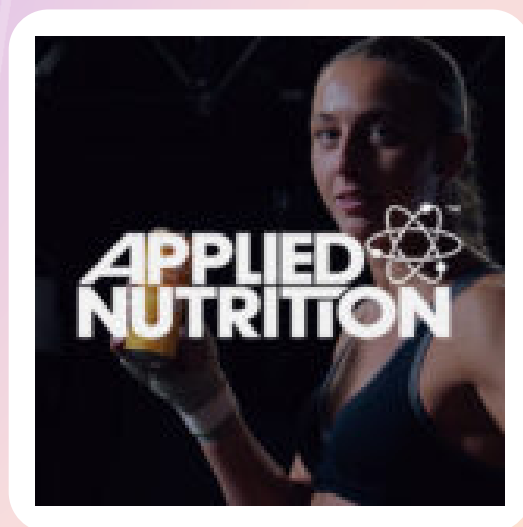


A high performance scale up.

Applied Nutrition



SECTOR

Sports nutrition

LOCATION

Liverpool, UK

EMPLOYEES

100-200

Connectivity for a growing manufacturing business

Founded in 2014, Applied Nutrition develops and manufactures sports nutrition products. As the business expanded, it opened a new 45,000 sq ft Liverpool facility in 2020, bringing manufacturing, research and development, and distribution together.

The challenge

The new facility depended on reliable internet connectivity for computer-managed food production, packaging and research. Applied Nutrition also needed a practical way for colleagues to communicate across a large warehouse without wasting time walking around the site to find one another.

Phone and connectivity systems had to support a demanding manufacturing environment, while meeting the company's high operational standards.

THE OBJECTIVE

Put dependable connectivity and communications in place to support manufacturing, R&D and efficient communication across the new site.

The solution

Curveball designed a connectivity and communications setup for Applied Nutrition's new manufacturing facility, with two dedicated internet connections: one for data traffic and the other for voice calls.

The solution also included a 3CX internet phone system with SIP trunks. Through the mobile app, employees can reach colleagues working around the warehouse without having to walk across the site to speak to them.

How it supports the business

Dedicated voice and data connections

Separate internet lines help support critical data and phone communications.

Communication across the site

The mobile app gives staff a direct way to reach warehouse colleagues.

Designed for manufacturing needs

Connectivity and telephony selected around the demands of the facility.

IN THE CUSTOMER'S WORDS

"We went with Curveball as we needed experts with experience in the manufacturing industry"

Thomas Ryder explained that choosing an experienced provider was important to delivering suitable connectivity and phone services for the new facility.

Thomas Ryder | Director, Applied Nutrition

Planning a new facility or upgrading connectivity?

Speak to Curveball about business communications and connectivity.

[Read the full customer story online](#)