

BalancePlus
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Innovation revolutionizing the sporting industry

BalancePlus Sliders Inc. (BalancePlus) is the world's leading manufacturer and distributor of curling equipment and apparel. BalancePlus engages in the design, engineering, manufacture, assembly, sale and distribution of curling footwear, hand wear, brooms and accessories. Their innovation in slider and broom technology has and will continue to revolutionize the sport of curling.

The culture of continuous innovation and improvement at BalancePlus lead them to contracting Caranci Consulting to do a high level assessment of their organization, with focus on their operations, to see if improvements could be made to better serve them and their customers. The intent of the assessment was to provide focus for the organization by providing management with data to make informed decisions on the future direction of the company to increase growth potential. Multiple projects were identified and prioritized to be strategically executed over the long term. The top two priority projects, which included Business Process Improvements and Scientific Research and Experimental Development, were commissioned immediately and executed in the next phase.

“Caranci Consulting completed a detailed procedural analysis of our operations. They provided a fresh and unbiased set of eyes to our business, ultimately giving us new ideas to be more efficient in our day to day activities. The entire process has allowed us to become as profitable as possible, and to position ourselves positively for future growth as a company.”

Dale Matchett, Operations
Manager – BalancePlus



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Setting the strategy

BalancePlus wanted to solve inefficiencies in their manufacturing and clerical processes. They recognized as a result of the initial assessment that there were tangible and intangible benefits to conducting a Business Process Improvement project.

"We started our company with just an idea in 1995. We have done very well in our industry, growing it from a basement operation to a leader in our sector. Starting a small business and nurturing it to success requires multitasking and making do with limited resources. That method of operation is an asset to growth in the early years but becomes a liability as the company grows. We needed to find more efficient methods to enable our strong core of employees to continue to operate the company successfully as it continues to grow and when the founders remove themselves from the day to day operations. Caranci Consulting demonstrated tangible returns by showing us efficient ways of doing more with less. We have detailed printed standards and documentation that were lacking before as a bi-product of the BPI project."

Scott Taylor, Vice President and General Manager - BalancePlus

BalancePlus desired to implement solutions in their enterprise that leveraged the expertise of employees, increased efficiency of production, increased efficiency of clerical tasks, reduced duplication of effort and reduced potential for errors to provide:

- Increased profits
- A more accurate measurement of cost of goods through activity based costing
- Automated processes
- Opportunity to grow sales through increased sales and marketing initiatives
- Cross training of employees to increase professional development and improve moral
- Documentation of processes

Improving the operations at BalancePlus would result in tangible profitable returns. If an employee can be more efficient in their jobs, they can do more. They do not work harder. They work smarter. Improving business processes would elevate customer service, increase employee morale, improve quality and most importantly increase profit margins.

Facts at a glance

Getting business specific

Caranci Consulting services were the preferred services from the outset. Mr. Scott Taylor, Vice President and General Manager of BalancePlus states: "After our initial meetings with Phil we decided to have Caranci Consulting complete a high level initial assessment of our organization. Phil's Industrial Engineering background, experience in manufacturing operations with data and technology combined with a well rounded knowledge of general business practices was evident in his review. We knew if he could offer such insight in such a short period of time, that he was the right person to dig into the details of our organization."

The approach to Business Process Improvement is really about *work simplification*. Each process is observed and visually represented through a series of process improvement charts. The process improvement chart allows the team to identify value added tasks and minimize non-value added tasks. The process is so simple it only takes a few days to observe, chart, analyze, facilitate suggested improvements and make final recommendations for each operation. It's a collaborative effort between Caranci Consulting and BalancePlus staff. BalancePlus employees are the best people to add value to a continuous improvement project as they execute the tasks on a daily basis. It gives employees a sense of ownership and pride in knowing that their contributions are directly impacting the success of the company.



Seeing Results

Here are some of the outcomes BalancePlus will experience as a result of implementing the recommendations of the business process improvement project:

Competitive advantage

- BalancePlus can deliver a more efficient, personalized service to its customers
- The cost of doing business will be drastically reduced

Information accuracy and time savings

- Errors are far less, with fewer manual processes required

More efficient use of people

- A large volume of manual tasks—such as data entry and checking—will be eliminated.
- Skilled employees can be redeployed to more value-added positions.
- Staff can be moved between job functions with minimal retraining.
- New staff training will be quick and efficient as a result of the new standards and documentation

Being open to an enterprising future

Now that the Caranci Consulting has laid the foundation, provided the data to make informed decisions on the future direction of the company and provided a profitable return that allows for future investment, BalancePlus is looking to strategically implement future projects. The output of each project continuously improves the organization, each resulting in profitable returns that justifies the cost of future phases.

“In addition to the recommended process improvements, Caranci Consulting made us aware of other programs that more than covered their cost of services. We look forward to involving Caranci Consulting in future projects”

Scott Taylor, VP and GM

“Phil was quick to recognize our seasonal challenges. His demeanour and knowledge enabled him to quickly earn the respect of staff. He seems genuinely interested in helping to make our business better.”

Scott Taylor, VP and GM

About Caranci Consulting

Caranci Consulting creates opportunity for organizations by helping make the best use knowledge, people and processes. Specializing in operational efficiencies, we offer Industrial Engineering services, Technology Solutions and Project Management Services.

Our goal is to weed out the underproductive activities within your organization and provide the tools for continuous improvement. We want you to experience growth and profitability for the long term. Whether you are looking for assistance on a project-specific solution or wonder if there could be a better use of your resources to keep you ahead of the pack, Caranci Consulting's results are backed by our three cornerstones of success:

1. Eliminating Roadblocks
2. Unlocking Value
3. Setting you on the Path to Profitability



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