BATCHMASTER®
Process Manufacturing Software

BatchMaster Colors Kroma Paints with Shades of Higher ROI and Consistent Growth

Customer
Kroma Paints

Industry
Paint and Coatings

Location
Ahmedabad, India

Solution
BatchMaster Manufacturing with SAP Business One

Company Overview

Kroma Paints came into existence in the year 1996 and deals in manufacturing of premium quality wood primer, exterior primer, wooden coatings and NC putty. The company is located in the industrial capital of Gujarat. Majorly the company covers the domestic market of the state. Along with its regular line of products, Kroma Paints is also focusing on manufacturing natural paints instead of chemicals. The company is supported by a sound infrastructural unit and has the philosophy to deliver quality products to their customers.

Challenges

The most prominent challenge in front of Kroma Paints was management of its vast product line comprising of 3000-4000 finished good. Previously, they used excel for managing manufacturing and production, and Tally for their finances. However, they were inefficient in reducing complexities and delivering expected performance.

They even faced problems in performing accurate product costing as well as job costing and costing of losses plus labor.

Moreover, transparent billing was a far chased objective for Kroma Paints. "We required a system with substantial potential to manage all our operations so that the manpower could be re-deployed for growth driving activities."- Mr. Ritesh Patel, MD, Kroma Paints.

There was a major misalignment in inventory transactions because of numerous raw materials and finished goods. Tracking and tracing of goods and their status was going haphazard in the absence of Bin Management. Lousy and error prone manual processes resulted in unnecessary halts in business operations. Additionally, there was a desperate need of appropriate quality control methods and a system to record and evaluate its results. According to Mr. Ritesh Patel "In order to lay the foundation of our mission, which is customer satisfaction, we required a robust QC module, which can overtake the manual processes and result in quality products."\

Variability being the basic characteristic of this industry, multiple packagings, different configurations and thus a vast number of UOM conversions were getting on Kroma's nerves.

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> Mr. Ritesh Patel,
> MD, Kroma Paints

Growing regulations and stringent getting laws along with globalizations, have left no choice with them, but to have proper compliance reports handy. " Labor consumed in managing safety data sheet specifications, regulatory compliance, planning & scheduling, registering customer complaints and CAPA were adversely hitting our bottom line, shrinking our margins and taking away our profits." Said Mr. Patel.

Kroma Paints realized that having an ERP that could manage the needs of everyone from shop floor to boardroom, and everything in between has become an inevitable requirement.

Solution:

Kroma Paints found a holistic solution for their organization in BatchMaster Manufacturing for SAP Business One. Due to BatchMaster's rich experience in the paint industry, it was the perfect fit solution for all the prevailing processes in the company. In words of Mr. Ritesh Patel "We took our first step to achieve best-in-class operational efficiency with BatchMaster, which eased all our manufacturing as well as logistics complexities".

Keeping abreast with quality standards

Quality products and services have kept Kroma Paints ahead of the competition. Upholding these quality standards is therefore paramount. Kroma Paints required quality checks at all stages from procurement to deliveries and for all items from raw material to finished good. BatchMaster offered not only an efficient QC procedure, but provided a common database for record keeping and result analysis. It also restricted the inventory movement of lots/batches through the use of lot statuses, ensuring only the QC checked and passed lots are issued to production or delivered to customers. Rejected materials are assigned to scrap bin or either put on hold for rework. In

order to improve the production performance, BatchMaster enabled automatic generation of NC/CAPA when a QC fails.

Considering the massive product line, formulas were subjected to change at the last moment and hence QC on formula and final good became all the more crucial. "BatchMaster helps us meet our quality goals and this process is now smoother, more transparent and above all just accurate." Shares Mr. Ritesh Patel.

Proves a helping hand in managing vast inventory and variability

With a huge warehouse accommodating thousands of items, manipulation was an inexorable practice. BatchMaster's Physical Count, complete Inventory Management, and bi-directional Lot Tracking helped them overcome this problem and keep a track of the entire inventory, always. The total staff of Kroma Paints is thankful to BatchMaster for reducing the paperwork and increasing the visibility across the warehouses to a great extent.

The key to success is effective planning. BatchMaster's exceptionally efficient MPS and MRP modules lets them perform forecast analysis and plan in advance for raw material procurement. Mr. Ritesh Patel says "Wastage and production halts due to material shortage came to an end instantly after we implemented BatchMaster Manufacturing for SAP Business One".

Innovation is key to survive in the Paint industry and the need for product expansion was well taken care of by BatchMaster. Kroma Paints wished to venture into the market of natural paints apart from chemical ones. To maintain separate formulas for each category and its security was essentially important. "BatchMaster is just one reliable and efficient solution that helped us easily meet customer specifications in a speedy and effective manner. We didn't have to re-invent the wheel all the time. Base formulas, formula history and different formula versions in the store, simply accelerate the process for us."- Mr. Ritesh Patel.

Another major concern for Kroma Paints was its dynamic packaging requirements because customers demanded for paints in a variety of sizes. BatchMaster allowed filling of same base formulas into different desired packagings with different fill quantity poured into them through its proficient BOM module.

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Mr. Ritesh Patel shares "Our processes were simplified and work efficiency increased in heaps and bounds after the BatchMaster's assistance to us, which saves a lot of time, labor and money".

Moreover, the concept of SuperBatch was extremely useful as it automatically calculates the number of runs in case of large orders and process cells are automatically assigned. With the ability to keep a tab on job work, losses involved, by-products produced, consumables used and costs incurred, they could greatly improve their product costing.

Easing complications of SDS and regulations

Staff at Kroma Paints conforms to the fact that their routine job was reduced to a bare minimum and now they could focus on more important tasks. Being in paint Industry, identifying and printing the list of hazardous materials was crucial. Equally crucial was safety of workers and that of the users. It ate away lots of their time and energy and what sprang up was still erroneous, at many times. BatchMaster's MSDS module offered a user friendly platform which enabled to define hazardous materials along with their preventive actions. Hazardous materials used in the

formulas or in production are automatically listed on SDS sheet. Mr. Ritesh Patel says "BatchMaster gave us a winning edge over our competitors because of its extraordinary MSDS. We just don't give a second thought before dispatching the goods to our clients, because we know we are in safe hands".

The crux

The exclusive features of BatchMaster such as Production, QC, MSDS, Production, Inventory, Finance, and Reporting, makes it indispensable to their company. BatchMaster's intuitive dashboards and easy report generation that too in desired format was icing on the cake. It made management's job easy to analyze the company's position in the market and make smart and rewarding decisions accordingly.

BatchMaster delivered its commitment of customer's convenience at every step from purchase order to delivery along with billing for Kroma Paints. BatchMaster offered them an accurate and transparent billing system, which instantly made calculations based on UOM conversions of the ordered quantity and enabled applying sales discounts. The Finance and Accounting are seamlessly integrated with all other modules giving a clear picture of the cash flow, and freeing it up easily through the immense visibility the system provides across the organization and beyond.

"With an eagle eye's view we could foresee the market drift and design our strategies as per the trend and demand. The reports are of all kinds, list all the important data, and BatchMaster's analysis tools help us do this with just one click". – Mr. Ritesh Patel.

About BatchMaster Software

BatchMaster Software (an ISO 9001:2008 Certified Company) is a leading provider of ERP solutions that help formula based process manufacturers streamline their operations and scale production, while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry specific solutions for Food & Beverages, Pharmaceuticals, Cosmetic & Personal Care, Specialty Chemicals, Paint & Coatings, Foundry, and other process industries. BatchMaster ERP can be seamlessly integrated with SAP Business One, Tally, and Sage 100 & 300 ERP, and is available both - on premise and on cloud.

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