



# MANUFACTURING CASE STUDY

GORILLA GLUE, CINCINNATI, OH

The manufacturing, warehousing and distribution of discrete products present a variety of supply chain challenges. Data associated with raw materials, inventory control, work orders, scheduling, production, shipping, labor management and more must be accurate, up-to-date and readily available.

As a recognized leader in the adhesives market, Gorilla Glue, Inc. manufactures and distributes 19 distinct product lines including glue, tape, sealant, wood bond, skin care, and more. When growing demand exposed the company's largely inefficient paper-based production control system it was time to take control

## GROWING PAINS

Like many manufacturers inventory accuracy and location was a significant problem for Gorilla Glue; and it was clear that spreadsheets weren't the answer. "We knew that we had pallets of material somewhere," explained Vice President of Manufacturing, Rob Gruber. "We were literally sending people out to locate what we had and where it was. Too often we had no clear picture of what raw materials we had on hand, where it was, or even how much we had. All we knew was that the answers were buried on a piece of paper somewhere."

It was quickly apparent that an automated data management solution was needed. Because Gorilla Glue was a user of Microsoft Dynamics GP, an initial automation attempt was made using the ERP system's kitting feature. When this delivered only incremental improvement, it was obvious that a more robust solution was needed.



## WMS SELECTION

After evaluating the market, FASCOR WMS was the clear choice. "FASCOR is accessible to our complete staff," said Gruber. "The program is powerful, quick to learn and easy to use. We were anxious to put it to work." Because Gorilla Glue also distributes the products it manufactures, FASCOR WMS was able to be effectively leveraged across the company's extended supply chain.

## IMPLEMENTATION

With rules and procedures in place transitioning from one WMS to another is, for the most part, a process of data migration and software tweaks. However, because this was Gorilla Glue's initial WMS implementation there was no established procedure or history to draw from. "In many ways this was a true greenfield implementation," said Mark Kramer, Gorilla Glue's Sr. Director of Logistics. "As it turned out this was a fantastic learning experience for us. It forced us to scrutinize all aspects of the business, focus on our goals, and construct the best manufacturing, warehousing and distribution environment going forward."

## VISIBILITY & MEASURABLE IMPROVEMENT

Key to success was the use of FASCOR's real-time visibility solution, WebTools™. Totally integrated with systems, tools, and processes, WebTools continually monitors and manages the flow and progress of all manufacturing/warehousing/distribution

information and activities. WebTools provides a clear, accurate and timely snapshot of the operations monitoring productivity down to the worker level.

"Across the board, from inventory control accuracy, stages, work orders, raw materials and tracking, we saw significant improvements throughout the manufacturing process," concluded Gruber. "In addition, our more efficient process is resulting in better production runs with less scrap."



## LOWER OPERATING COSTS

With expanded markets, investment in new products and increased demand, Gorilla Glue continues an unprecedented double-digit growth rate. Yet, as other departments add staff, a more accurate FASCOR WMS-based process is enabling manufacturing and distribution to keep pace while lowering operating costs. The scalability, flexibility, and reliability of FASCOR WMS is providing Gorilla Glue with the confidence to anticipate and support growing needs and changing requirements for years to come



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