



SMART SOLUTIONS DRIVING CONTINUOUS IMPROVEMENT





## ABOUT GEDİK PİLİÇ

Gedik Piliç, founded in 1968, is a leading Turkish poultry producer known for its commitment to quality and food safety. Operating two processing plants with a daily capacity of 400,000 chickens, Gedik Piliç also produces 7,000 tons of value-added items monthly, including döner and ready-to-eat products.



# OVERVIEW

- 1 Primary Challenge
- 2 Objectives
- 3 Background
- 4 Approach/Methodology
- 5 Opportunities and Solutions
- 6 Results
- 7 Lessons Learned
- 8 Conclusion



A hand is shown pointing upwards with the index finger towards a horizontal scale. The scale is a dark grey bar with a white circle in the center. The word 'QUALITY LEVEL' is written above the bar. The word 'POOR' is written to the left of the bar, and 'EXCELLENT' is written to the right. The background is dark with a teal and yellow gradient at the top.

QUALITY LEVEL

POOR

EXCELLENT

## KEY CHALLENGES

Prior to the implementation of CAT Squared's MES solution, Gedik Pilic faced significant issues with product standardization due to varying quality across batches.

Additional concerns included poor recipe control and inconsistent labor quality.



## OBJECTIVES

The main goals for deploying the CAT Squared solution included:

- 1 Standardizing Product Quality:**  
To address and decrease customer complaints.
- 2 Setting Measurable KPIs:**  
Establish targets and benchmarks for quality and efficiency.
- 3 Increasing Production Volume:**  
Improve output from 600 tons per month to 1,000 tons per month while maintaining high-quality standards.

## BACKGROUND

# PROCESSING OPERATIONS

Gedik Pilic's Further Processing Plant (FPP) operates in three primary areas: deli food, doner (Shawarma), and breaded lines, with a production capacity of 2,000 tons per month across two shifts.



## BACKGROUND

# QUALITY STANDARDS

Gedik Piliç adheres to stringent industry standards and holds certifications such as FSSC, TSE, and GMP, demonstrating its unwavering commitment to quality and safety.



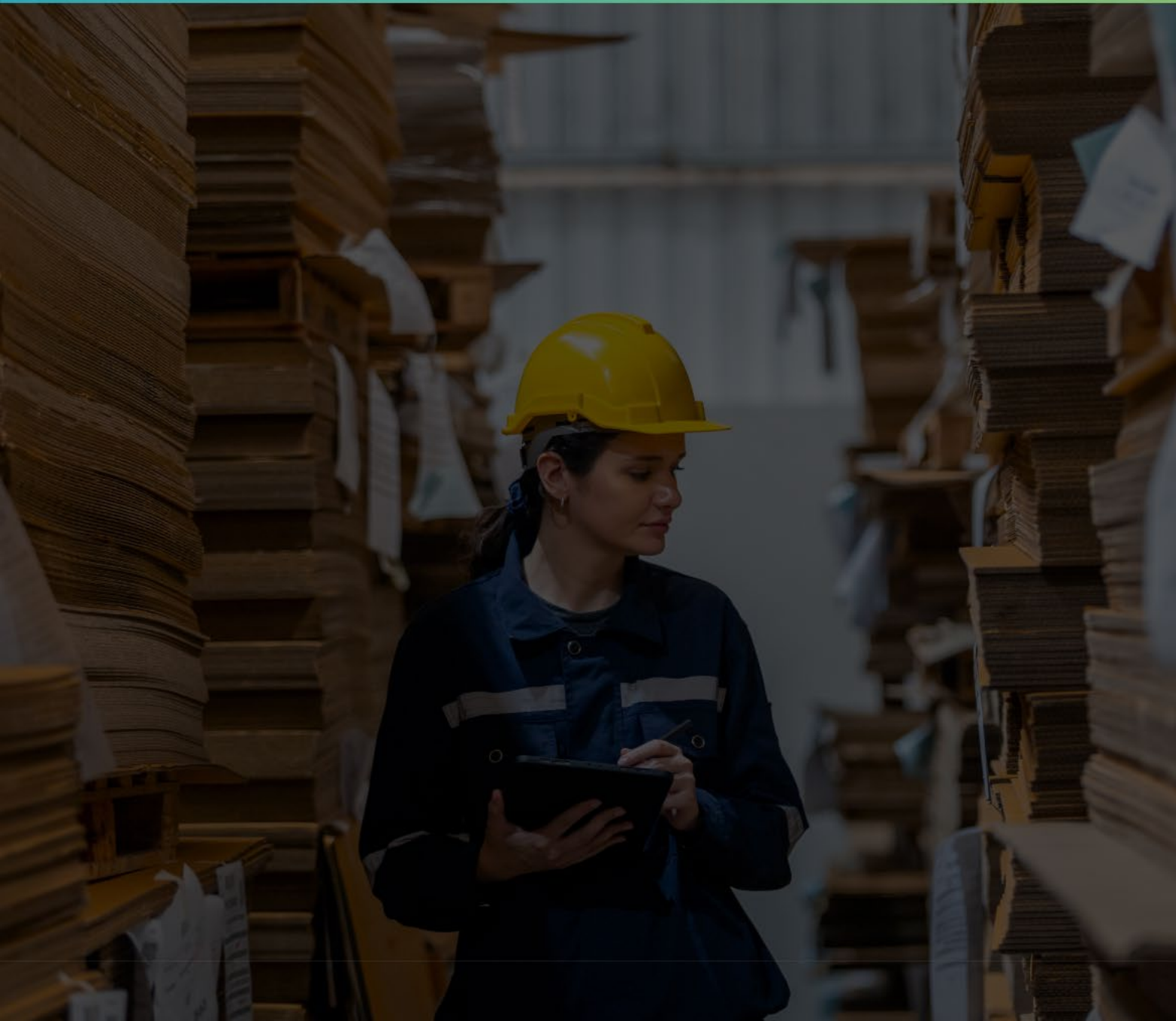
## BACKGROUND

# PRE-PROJECT CHALLENGES

Prior to the CAT Squared implementation, quality in the mixing process was reliant on operator expertise and manual recipe documentation. This dependency led to inconsistent product quality, which CAT Squared addressed by automating and standardizing mixing oversight.







## METHODOLOGY

# REDUCE PACKING MATERIAL LOSSES

CAT Squared facilitated easy tracking of stock and material usage through KPI monitoring, significantly **reducing material losses from 10% to 3%.**

A dedicated staff member was assigned to oversee these reductions, ensuring close monitoring and accountability.



## METHODOLOGY

# REAL-TIME INVENTORY VISIBILITY

Specific personnel manage real-time inventory data, enabling the planning department to optimized production schedules, improving both production efficiency and yield.



## METHODOLOGY

# MIXING PROCESS STANDARDIZATION

The system automated the mixing process, including adding water directly to mixers for precise batch weight measurements, which significantly improved consistency and quality control.

## CHALLENGES & SOLUTIONS

# MATERIAL LOSSES

Prior to implementation, there was no accurate assessment of material losses.

CAT Squared provided clarity on material usage, allowing measurement and reduction.



## CHALLENGES & SOLUTIONS

# OPERATOR RESISTANCE

The primary challenge during implementation was resistance from operators.

However, this was addressed through consistent support from management and training, fostering a shift in mindset toward the benefits of the new system.



## CHALLENGES & SOLUTIONS

# QUALITY CONTROL

Initial issues arose with manual mixing records, resulting in non-standardized products. CAT Squared's systematic approach helped operators overcome these challenges through rigorous tracking and the persistence of the implementation team.





## RESULTS

The implementation led to the following quantitative results:

- 1 Achieved Rapid ROI:**  
A 4% reduction in losses on flow pack film allowed the project to reach ROI within just six months.
- 2 Eliminated Customer Complaints:**  
95% of customer complaints previously related to brand quality were eradicated.
- 3 Increased Capacity Without Equipment Investments:**  
Production capacity grew from 600 to 1,000 tons, with simultaneous quality improvements.



## RESULTS

- 4 Enhanced KPI Tracking:**  
Transitioned from monitoring volume alone to accurately measuring and improving quality and efficiency.
- 5 Optimized Collaboration and Forecasting:**  
Real-time inventory reports have improved alignment between purchasing, sales, and production, enabling data-driven scheduling and more aggressive sales and marketing strategies.
- 6 Improved Working Conditions:**  
Automated inventory counts replaced manual counting in a -30°C freezer, streamlining operations and enhancing employee safety.



# CONCLUSION

## PROJECT ALIGNED WITH GOALS

The implementation of CAT Squared at Gedik Pilic successfully met the project's initial goals, which included reducing losses, standardizing quality, increasing efficiency, and minimizing customer complaints.

The successful integration of CAT Squared has not only addressed historical challenges but has also positioned Gedik Pilic for long-term operational stability and competitiveness in the industry.

# BENEFITS

- Reduction in material losses and operational costs
- Improved product quality and consistency
- Decreased customer complaints.
- Enhanced production and labor efficiency
- Increased staff awareness of industry standards and expectations

# FEEDBACK

- Since implementing CAT Squared, Gedik Pilic has received improved feedback from customers regarding product quality and has developed a reputation for stability in the marketplace, outpacing competitors in this regard.



Thank you



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