

Foyle Food Group Ltd

The Foyle Food Group Ltd (FFG) supplies and manufactures an extensive range of beef and lamb products for major multiples such as Tesco, Birds Eye Foods and Albert Heijn.

Since the KTP began in August 2008, Aisling O'Neill – KTP associate – has worked alongside Dr Michael McNeill and Professor David Bustard, School of Computing and Information Engineering, to specify and implement new business processes across the Group, based on new production control and reporting software. The ultimate aim is to improve efficiency and traceability of Group operations.

John Magennis, Group IT Manager, FFG, said: "The KTP adds a further dimension to our processes, bringing a new and unbiased focus. The new (production control) system will bring the company forward, increasing not only the traceability and quality assurance of our products, but will also impact on how the company utilises and benefits from enhanced data mining on a daily basis."



Delivering our promise

Schrader Electronics Ltd

Schrader Electronics Ltd is part of the engineering company Tomkins PLC and is a leading manufacturer of automotive and industrial electronics and the market leader in the design and manufacture of remote tyre pressure monitoring products.

The University and Schrader Electronics Ltd commenced a two year partnership in June 2008 with KTP associate, Gemma Rafferty.

The KTP aims to incorporate the use of IT into the company's operations through the planning, design and implementation of a suite of business intelligence (BI) tools which would facilitate future organisation growth and development.

Gemma has worked closely with her academic supervisors, Dr Sandra Moffett and Dr Shane Wilson, School of Computing and Intelligent Systems, in the application of Cognos business

intelligence software. This has helped Schrader Electronics Ltd deliver information to drive better decision-making and improve the company's performance.

Mark Campbell, industrial supervisor at Schrader Electronics Ltd said: "I am very encouraged by the work being undertaken. Rewards have already been gained in terms of system standardisation, process mapping and feasibility testing of an online payment approval system. The full implementation of the Cognos system will help the company build and develop their strategic position based on accurate, up-to-date information."



The University has completed over 100 KTP programmes in a wide diversity of sectors. To find out how your business could benefit, contact Caroline McCabe, Office of Innovation, telephone (028) 7137 5236 or email c.mccabe@ulster.ac.uk

Knowledge Transfer Partnerships are typically funded by Invest NI and the Technology Strategy Board

James Mackle Ltd: The Icing on the 'Apple' Cake

Moy-based bramley apple processing company, James Mackle Ltd has successfully completed a two-year Knowledge Transfer Partnership (KTP) with Ulster's Department of Business, Retail and Financial Services and the College of Agriculture, Food and Rural Enterprise (CAFRE).

The company – which provides products to the catering industry throughout the UK and ROI – undertook the KTP to create a strategic marketing plan for effective consumer market penetration and to investigate opportunities for product innovation and development, alongside re-branding of their packaging.

Michael Mackle, Director, explained: "Given the interplay between product and packaging innovation and the development of appropriate strategic marketing expertise, the company felt that a KTP would best enable it to achieve its objectives."

Throughout the KTP, the company worked in collaboration with academic partners Fred Scharf and Chris McLean, as well as agri-food industry specialists from CAFRE, Donald Gardiner and Fiona Ferguson. The venture resulted in the completion of comprehensive market analysis to identify

opportunities for product improvement and line extension; the development of new products with innovative packaging solutions to improve shelf life; engagement in a process of test marketing and partial product launch; and the evaluation of sales success to date.

Michael concluded: "Customers were very positive about our new product during in-store sampling sessions and it is hoped that the product will be of demand in the future. The KTP project has been of immense value to the company."



The traditional taste of apple