

Skipper's Pet Products Ltd: Driving Growth with Digital Innovation

Case study



Founded in 2013 by former fish merchant Steve Moore and based in Grimsby, UK, Skipper's Pet Products Ltd specialises in manufacturing and retailing high-quality, natural pet treats made from sustainably sourced fish. With a strong commitment to pet health and nutrition, the company has developed a loyal customer base. While they have successfully integrated digital technology into its e-commerce operations, its largely manual production processes created inefficiencies that limited growth potential.

The Challenge

Despite their digital expertise in online sales, Skipper's Pet Products Ltd faced significant operational challenges in their production processes. Many tasks relied on manual input, including packaging, which was slow and labour-intensive. Their IT systems also lacked integration, resulting in limitations that restricted their production capacity and overall business scalability.

To remain competitive and expand their market reach, they needed to modernise their production line, implement better IT infrastructure, and reduce dependency on spreadsheets. However, identifying the right technologies and securing funding for improvements was a challenge.

The Solution

Skipper's Pet Products Ltd connected with Made Smarter East Midlands through a local business advisor who supports small businesses in accessing grants and support programmes. Made Smarter conducted an in-depth analysis of their operations, identifying key areas where digital technology could drive efficiency and growth.

One of the most impactful solutions was the introduction of a multihead weigher packing machine. With a matched grant of £20,000, Skipper's Pet Products Ltd were able to integrate this modern technology, drastically improving their packaging process. Additionally, Made Smarter provided insights on how they could improve their IT infrastructure in the future, recommending system upgrades that would better integrate sales, customer relations, and production tracking.

The Benefits

The implementation of the automated packing machine transformed Skipper's Pet Products Ltd's production capabilities. With automation, they have increased packing throughput by 5x, depending on the product. This significant increase in efficiency has allowed the company to cater to a larger audience and expand into new markets. The improvements have also given Skipper's Pet Products Ltd a stronger competitive edge, allowing them to focus on growth and innovation rather than manual administrative tasks.

MADE SMARTER

East Midlands

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"Made Smarter provided invaluable guidance and support. They asked the right questions, helped us identify our strengths and weaknesses, and produced a clear report outlining opportunities. Their expertise and network of resources made a huge difference in our digital transformation journey."

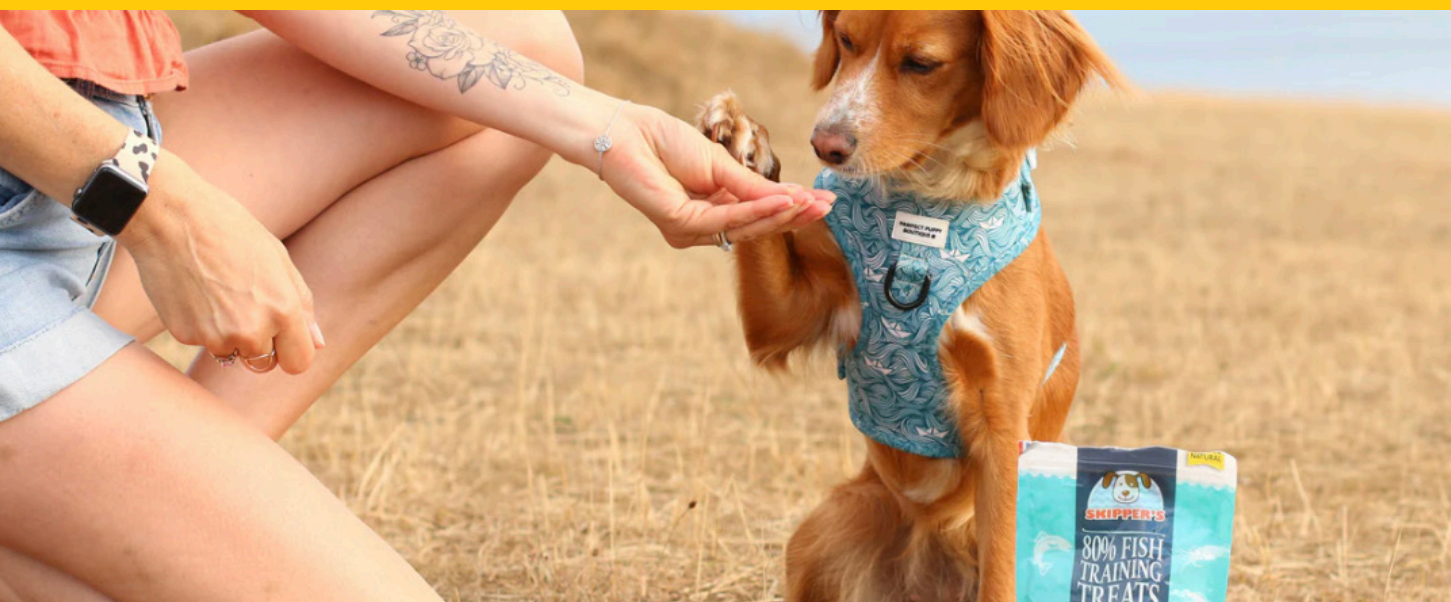
- Marius Muraska, Operations & Marketing Director at Skipper's Pet Products Ltd.

The Future

Looking ahead, Skipper's Pet Products aims to continue modernising its facilities, further integrating digital technologies into its production processes. The company plans to develop fully connected IT systems that communicate seamlessly, reducing manual data entry and the risk of human error. By continuously improving their digital capabilities, they aim to further enhance efficiency, maintain quality standards, and support long-term growth.

Without hesitation, Skipper's Pet Products Ltd highly recommends Made Smarter East Midlands support to other businesses looking to improve their digital operations. The structured approach, expert advice, and financial support provided by Made Smarter were instrumental in their transformation. The programme not only helped identify opportunities for innovation but also offered practical, actionable steps to implement change effectively.

By embracing digital technology, Skipper's Pet Products Ltd has positioned itself for sustained growth and competitiveness, proving that even well-established businesses can benefit from ongoing digital evolution.



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