



ADMA

**MEET THE ADVANCED
MANUFACTURING
CHAMPIONS**

ADMA METHODOLOGY FRONTRUNNER



COUÉDIC MADORÉ

DES SOLUTIONS GLOBALES POUR
LES INDUSTRIELS DE LA VIANDE



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**COUÉDIC MADORÉ EQUIPMENT
COMBINES TECHNICAL SKILLS
WITH CRAFTSMANSHIP AND
EXPERTISE**

Couédic Madoré Equipment is specialised in the design, production and installation of durable equipment for agri-food industrial processes. Their ambition? To remain the market reference for customers and innovate to offer new solutions to customers and help them meet their challenges, whether it's about animal welfare, traceability, food safety or industrial performance.

The French Couédic Madoré Equipment is the go to company for highly customised products. What started out as a family-run group, is today the leader in the slaughter and cutting equipment sector, making it a reliable partner over the long-term. The company has developed its expertise over thirty years alongside professionals in the meat industry, through a pragmatic and collaborative approach.

The key values of this industrial company are based on each part's involvement in a joint undertaking to ensure concrete results. By skilfully **combining various technical skills with craftsmanship and expertise**, Couédic Madoré is able to offer global solutions both in France and abroad, in design, manufacturing installation and maintenance. Last but not least, the cost and productivity analysis associated with this approach leads to outstanding value for money for their customers.





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NEW PRACTICES

In their journey towards becoming a Factory of the Future, Couédic Madoré Equipment set up new practices to decompartmentalise services. They also allow each employee to **develop his or her talents** and form a team focused on continuous improvement (T5 – Human Centred Organisation).

Furthermore, they improved the customer information collection circuit (needs, machine problems...) to facilitate the proposal of service offers (T6 – End-to-end Customer Focussed Engineering). The customer experience is based on Total Cost of Ownership (TCO). The company set up a connected maintenance application to co-build the new value/service proposition with their customer by **'design usage'**: to design the right solutions or services for your customers.





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REMAINING CHALLENGES

Technologies, for example by integrating an IOT (Internet of Things) or web service skill. But they also have plans to bring together production and the design department in an industrial department in order to unite the teams and build a factory open to the **future generations of production technicians**.

“The ADMA methodology enabled us to take the time to reflect on what kind of company we would like to be in the future”

Serge Horellou
General Manager
Couédic Madoré specialist
in the meat industry
couedic-madore.fr





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A FEW QUESTIONS FOR COUÉDIC MADORÉ EQUIPMENT



Which aspects of your production are your biggest challenges in your journey towards Factory of the Future?

General Manager Serge Horellou: “Putting our employees at the heart of our organisation, and making the different teams talk to each other beyond the borders of their own departments. The second challenge is the creation of an Industry 4.0 way of tracking different materials and components.”

Which projects brought the highest shift in productivity?

“A big shift our company made was to start implementing **machine to machine communication**. We hardly use paper plans anymore. Instead 3D models are directly uploaded to the machines. Especially at the shop floor the effect was significant. Traceability is now done through software and by the machines themselves. Moreover, many mistakes earlier made have been eliminated.”



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What were the main incentives and barriers to move on from the ADMA Transformation Plan into the implementation phase?

“Our management team participated actively in ADMA, but they all have a very busy agenda. In other words, the challenge for us is to find new resources in order to be able to delegate certain implementation tasks of the new projects. There were of course resources available, but new resources are still needed.”

Was the ADMA project support tailored to your specific needs?

“The ADMA approach enabled us to take the necessary time to evaluate the transformation maturity of our company. Moreover we were able to only select those solutions which our company could handle. The support of the ADMA advisors and coaches was really needed. It has enabled us to **create the right hierarchy** amongst high priority projects.”

“Projects like ADMA are very motivating for an SME like ours. The methodology really enabled us to take the time to reflect, and to see where to focus our efforts upon. This has also helped us to reflect on what kind of company we would like to be in the future.”





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