King's Hawaiian

Making Irresistible Bread with Data in a Sustainable, Automated Plant

King's Hawaiian is a renowned brand known for its delicious and authentic Hawaiian bakery products. Since its founding in Hilo, Hawaii in the 1950s, the company has mastered the art of crafting irresistible bread and rolls (pastry items) that capture the essence of the Hawaiian spirit. Their products have become a staple on tables across the country.

King's Hawaiian and Syntax have joined forces to introduce their latest initiative, deploying SAP Digital Manufacturing. The inauguration of King's Hawaiian's new facility marks the beginning of operations with state-of-the-art equipment and cutting-edge software. This strategic integration aims to transform production processes, elevate operational efficiency, and underscore their dedication to crafting irresistible bread.

Here's how they did it.

A single source of truth, connecting the top floor to the shop floor

Before: Challenges and Opportunities

▪ Create a fully integrated and autonomous manufacturing facility.
▪ Make data driven decisions for consistent quality output of bread products.
▪ The ability to have one control center to manage all lines and plant

Why SAP and Syntax

▪ SAP Digital Manufacturing's overarching functionality and ability to enable agility, improve efficiency and achieve sustainable operations with a material-based Manufacturing Execution System.
▪ Syntax's experience working with Manufacturing organizations globally— with strong understanding of best practice MES implementations.

After: Value-Driven Results

▪ **Efficiency** – Optimized production processes and improved efficiency and productivity by enabling data-driven decisions. Obtained real-time insights into production performance.
▪ **Quality** – Sophisticated data analysis to drive product output with consistent quality, minimize human intervention and maximize safety.
▪ **Innovation Integration** - Seamlessly integrated shop floor machines with ERP data in real time.
▪ **Local Survivability** - Co-development of a local survival solution to run the shop floor in emergency situations.

King's Hawaiian
Torrance, California
kingshawaiian.com

Industry
Food and Beverage

Employees
400+

Products and Services
Baked Goods

Featured Solutions and Services
SAP Digital Manufacturing

48hrs
Local Survivability

400+
Machine Data Collection Points

"*Digital manufacturing is the tool that will allow us to control the entire process from a central location, from analyzing the dough we're mixing to getting a delicious, consistent product out the door to the consumer.*"

- Ray Fager, Chief Data & Analytics Officer, King's Hawaiian

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