

PRODUCT DESIGN CONSULTING

Gehl Foods collaborates with Intertek to develop world’s most advanced cheese dispensing system.

Company

Gehl Foods, LLC

Industry

Appliances and Electronics

Intertek Solutions

Design consulting along with performance and competitive benchmark testing

Gehl Foods, LLC wanted to improve the design of its legacy Gehl’s cheese dispensing system to develop a product that would meet current customer needs and attract new business. Gehl’s chose Intertek to partner on the design and development of their product based on the expertise of Intertek’s Product Consulting group in product design and design for manufacturability. Intertek Product Consulting provided guidance on the design of the device, and Intertek’s testing group conducted performance and competitive benchmark testing to help verify the product’s marketing claims. This resulted in an on-time launch of the new Gehl’s 2.0 dispensing system, which was awarded 1st place in the “Cool New Products” competition at the 2015 National Association for Convenience and Fuel Retailing Show (NACS).

“Our final design and on-time launch wouldn’t have been possible without the insights, design support, rigorous performance testing and solid service we received from Intertek throughout our design, testing, redesign, and production phases.”



The Challenge

Gehl Foods is an industry leader in aseptic manufacturing of packaged foods and beverages. In designing their new Gehl’s 2.0 cheese operating system, they wanted to provide retailers and foodservice operators with the most efficient way to offer patrons a variety of cheese flavors.

Gehl’s wanted to ensure that its system had a contemporary and visually appealing design, as well as being durable, easy to use, fast, and energy efficient; all within a small footprint. Given that the dispensers would appear in a variety of locations such as concession stands, convenience stores, movie theaters, quick service restaurants, and other foodservice establishments, it was crucial that the design be space-efficient in each environment.

The new system also needed to enable flexibility in retailer promotions,

including limited time offers, to drive increased traffic, transactions, and measurable improvements in profitability to customers.

To Gehl’s, a comprehensive understanding of quality dispenser design and effectiveness for manufacturing, as well as their competition in the marketplace was necessary to successfully combine all of the desired elements into a product that would meet market demands and industry regulations while adding value for Gehl’s customers.

FOR MORE INFORMATION



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How Intertek Helped

Intertek was consulted on the requirements for performance and manufacturability of the Gehl's 2.0 system. The expertise in design offered by Intertek Products Consulting gave Gehl's an outside perspective on how best to design their device based on the criteria established during development.

Quality Assurance in Action:

The strength of Gehl's product design group, combined with Intertek's consulting and testing teams, led to an on-time launch of the Gehl's 2.0 cheese operating system, for which Gehl's is already seeing strong retailer acceptance and enhanced incremental sales. The flexibility needed for retailer customers is accomplished with the new design, achieving ease of use and a wide variety of cheese flavors for consumers including Queso Blanco, Buffalo Blue Cheese with TABASCO® and Smoky Bacon Cheddar.

This successful collaboration, with Intertek and Gehl Foods partnering all the way from product design to product launch, brought the world's most advanced cheese dispensing system to the market and strengthened Gehl Foods' position in the food and beverage industry.

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