

# Ecolean overcomes the industry's top challenges with IFS



Ecolean effortlessly tackles the challenges of lightweighting, global growth and customer relationship management.

Ecolean is a rapidly growing global packaging company that produces and markets new packaging systems for the liquid food industry. Today, the young company, which was first founded in 1996 in Helsingborg, Sweden, has since expanded into 28 countries, with its largest markets being China, Russia and Pakistan. In recent years, Ecolean found itself in need of new enterprise software that could help support the organization in three key areas: lightweighting, company growth and customer growth.

## Lightweighting and product development

Lightweight packaging has become a must-have for consumers and a top challenge for companies in the liquid food industry. Consumers seek lightweight packaging because it uses a minimal amount of raw materials and has a lower impact on the environment. In turn, it makes it a necessity for companies like Ecolean to have the ability to develop, produce and bring to market lightweight packaging systems. Ecolean noticed the potential of not only employing talented people in their R&D and product development departments, but to also monitor the progress and projects within their business software. With IFS, Ecolean were able to both plan and manage their lightweighting initiatives. This has resulted in Ecolean becoming capable of gaining efficiency in aligning their next-generation technical solutions and thereby shortening the time to market.

## An ERP solution that can support company growth

Ecolean is a young company that is growing rapidly at a rate of 30–40% per year. Therefore, the organization required an enterprise resource planning (ERP) system that could support its rapid, global growth. “Investment in an ERP system for Ecolean goes definitely hand-in-hand with our expansion,” said Ecolean’s Finance Director. As Ecolean expands across the globe, its customer base will ultimately increase too, leading to the company’s third challenge of managing customer growth.

## About Ecolean

Ecolean is a fast-growing, global producer of lightweight packaging systems. Founded in 1996 in Helsingborg, Sweden, Ecolean has since expanded into 28 countries, with its largest markets being China, Russia and Pakistan. Innovation has always been fundamental for Ecolean. The concept of using a minimum amount of raw material to produce a unique flexible lightweight package and filling system has been established by people with great knowledge and extensive industry experience in global packaging.

[www.ecolean.com](http://www.ecolean.com)

## A CRM solution that can manage customer growth

The customer is the top priority for Ecolean and the ability to build, nurture and manage long-term customer relationships is a necessity. Whereas a new ERP system would allow Ecolean to address the challenges of lightweighting and company growth, it would not be able to support customer growth. For this, Ecolean would require a customer relationship management (CRM) system.

## A winning combination

The solution for Ecolean to effortlessly tackling the three challenges of lightweighting, company growth and customer relationship management was IFS. IFS offered ERP and CRM software that complemented Ecolean's innovative nature, allowing the company to meet industry challenges and business goals with ease.

Since implementing the software, Ecolean has been able to:

- Manage its research and development (R&D) processes more efficiently
- Meet company goals and deadlines
- Increase customer satisfaction
- Improve cost efficiency
- Easily access more accurate information
- Pull data more securely at any point and at any time

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With IFS, we are prepared to meet the needs of our customer today and in the future. Ecolean has experienced a very good working relationship with IFS.

Finance Director at Ecolean

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### Benefits

- Increased efficiency
- More accurate and secure data
- Streamlined business processes
- Improved cost efficiency
- Increased customer satisfaction

### Watch the video



### Software

- IFS Applications
- IFS Enterprise Resource Planning
- IFS Customer Relationship Management

### Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our website, [ifs.com](http://ifs.com)

