



# Case Study

## Business Water Saver: Case Study The Smith's Snackfood Company

### Background

The Smith's Snackfood Company is the leading manufacturer and distributor of snack products in Australia including brands: Smith's Chips, Red Rock Deli, Twisties and Doritos.

Smiths have a history of strong commitment towards water efficiency and in September 2009 partnered with SA Water's Business Technical Support to conduct a comprehensive water efficiency review of its Adelaide operations.

### Project

The collaborative review involved data logging of boundary water meters, an internal sub-meter analysis, development of a site water balance, and a review of equipment and operating procedures with a focus of identifying potential water efficiency and cleaner production improvements.

The review process culminated in a joint workshop between SA Water and Smith's which show-cased initiatives that were identified during the review and demonstrated the importance of focused water management. Smiths took the process one step further and committed to a site wide water reduction target of 5%.

To facilitate the reduction Smith's formed a dedicated water efficiency team consisting of committed staff volunteers who undertook a detailed review of identified high water using processes.

### Outcomes

The aptly named 'Water Rats' team used a continuous improvement model to identify key initiatives, assess their feasibility and implement projects within a 12 week time frame. Identifying

a staggering 32 opportunities, the group initially focused to deliver on 3 key projects.

Already an advocate of water recycling technology, the team looked to improve and expand the use of recycled water throughout more of their processes by improving the efficiency of the existing systems.

After extensive testing to ensure quality, equipment effectiveness and mechanical performance, the team implemented the 3 main water savings initiatives estimated to deliver annual water savings of 10,019,000 litres – **that is equivalent to 4 Olympic swimming pools or 55 years worth of an average household water supply.** In addition Smith's expanded their internal sub-metering network monitoring capabilities to better understand water using activities on site.

In as little as 12 weeks Smiths managed to achieve a saving of 3.7% on their average annual water consumption, well on track to achieve their annual 5% water reduction target. With ongoing plans to launch another 'Water Rats' team, success is only around the corner.

"It just goes to show the more involvement you get with the frontline the greater the results you can achieve."

**Doug Stakic** Manufacturing Manager Regency Park Operations.

**Congratulations to Smiths on their water saving efforts.**

### Further information

Telephone: (08) 7424 3753

Website: [www.sawater.com.au](http://www.sawater.com.au)

Email: [BusinessTechnicalSupport@sawater.com.au](mailto:BusinessTechnicalSupport@sawater.com.au)