

# Burts Hand Fried Potato Chips

**Overview:** Based in Devon, Burts Chips was established in 1997. The company manufactures and sells high-quality hand made crisps.



## The business background

Established in 1997 Burts Chips produces and sells hand fried chips in a highly competitive specialist market. The company now employs more than 30 staff from its base in Devon. For assistance and technical support to enhance its understanding of the nature of the raw materials used and their impact on the production processes in manufacturing their product, Burts turned to the University of Plymouth Knowledge Transfer Partnerships (KTP) team and academic experts in agriculture, food science and technology. It recruited Animal Sciences graduate Rebecca Woodward, and commenced inspections on the process of generating a recognised Quality Management System to British Retail Consortium (BRC) Global accreditation standard for food production.

## Achievements & outcomes

The implementation of a Quality Management System involved the recording of a Hazard Analysis and Critical Control Point system, the production of a Quality Manual, the formalisation of Production Operational Procedures and the establishment of a documented hygiene control system. This allowed the company to improve its understanding of the quality parameters needed and as a result, Burts' raw material procurement arrangements were streamlined.

## Tangible business benefits

Having been impressed with Rebecca's work during the KTP, Burts took her on as a permanent Technical Manager at the company. The establishment of a formal technical function together with newly awarded BRC accreditation means Burts is now better informed about quality performance allowing proper identification of corrective actions leading to continuous improvement. This has in turn significantly enhanced customer confidence and led to an increase in sales and a real competitive edge in the marketplace. To meet consistently growing demand, Burts Chips have recently relocated to a new, purpose-built manufacturing facility, significantly increasing production capacity and further enhancing quality performance.

### Fast Facts

- Burts Chips sells hand fried potato chips in a highly competitive specialist market.
- Burts recruited University of Plymouth graduate Rebecca Woodward who helped enhance the understanding of the nature of the raw materials used and their impact on the production processes in making the product.
- The result was the establishment of a formal technical function at the company and a BRC accreditation. Consequently the company's sales have increased and they now have a real competitive edge in the marketplace.

## Knowledge Transfer Partnerships (KTP)

KTP is a three-way project between a recent graduate, a business and a university or college for work on a specific project

### Benefits to the Business

- Innovative solutions to help your business grow
- Increased competitive advantage and profitability
- Access to highly qualified people to spearhead new projects
- Access to experts who can help take your business forward
- Improved performance and business operations

### Benefits to the Graduate

- Allows you to launch your career from the right platform
- Gives a chance to apply your degree to your job
- Training opportunities provided
- Mentoring support offered
- Ownership of your project

## The viable solution for business & higher education

### The business perspective

"The technical expertise and practical advice sourced from the University of Plymouth through this KTP has been simply superb. As a result we have improved our manufacturing processes and secured our market leading position with an expanded premium product range, culminating in our relocation to new purpose built premises. A new quality management system has sharpened our competitive edge, equalled only by our customer satisfaction"

**Jonty White, Director, Burts Chips**



### The university perspective

"Links with industry such as through this KTP project with Burts provide an excellent vehicle for the application to teaching and learning which serves to develop subject specific professional skills and increase employability of University of Plymouth students."

**Dr Victor Kuri, Senior Lecturer in Food Quality, University of Plymouth**

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## Knowledge Transfer Partnerships and Expert South West

KTP is a UK-wide programme enabling businesses to improve their competitiveness and productivity through accessing knowledge, technology or skills from the UK's universities, colleges and research and technology organisations.

The knowledge sought is embedded into the business through a project or projects undertaken by a recently qualified person recruited for the purpose to work in the business.

KTP is run and managed on behalf of 17 government-funding organisations by the Technology Strategy Board.

As well as KTP, the online Expert South West Service showcases a variety of other ways to work with the Universities of South West England including training and development, research, consultancy, networking, recruitment, support for start-up businesses and use of a range of resources and facilities.

### The next step

For more information on KTP visit [www.ktponline.org.uk](http://www.ktponline.org.uk). To find out about other services and facilities offered by the South West Universities visit [www.expertsouthwest.com](http://www.expertsouthwest.com).