

Poka Success at Church & Dwight

Poka Empower Conference, London
March 5th, 2025

- James Stevens
- Gemma Stapley
- Paul Reynolds



TOGETHER WE HAVE
THE POWER TO WIN

Poka
EMPOWER





Gemma Stapley

Digital Systems Specialist

Joined November 2002

Past Roles

- Production Operative
- Continuous Improvement - Work Instructions & Documentation
- Shift Manager
- POKA Implementation Team

Current Responsibilities

- MES System - Admin requirements
- Poka - Global Admin for Church & Dwight



Paul Reynolds

Production Support Manager

Joined February 1996

Past Roles

- Processing Operator
- Processing Manager
- Shift Manager

Current Responsibilities

- Document Control
- SAP Super User
- Overseeing the Production Admin & TWI Training Teams



James Stevens

Site Operations Manager

Joined July 2014

Past Roles

- Shift Manager
- POKA Implementation Team and Global Admin for Church & Dwight

Current Responsibilities

- Oversee all operational processes and departments at the Folkestone Manufacturing site



TOGETHER WE HAVE
THE POWER TO WIN

Introduction to Church & Dwight

- Founded in 1846, preparing Bicarbonate of Soda
- Product expansion through 1900's
- Growth through acquisitions in 2000's, including 14 Power Brands
- Acquired Carter Wallace in 2001, included our plant in Folkestone



The Church & Dwight Co., Inc. Family of Products



TOGETHER WE HAVE
THE POWER TO WIN

Church & Dwight in Folkestone

- Personal care products for UK, European & Global markets
- Products are processed, filled and packaged onsite
- Products include Aerosols, Tubes and Bottles, with fill size ranging from 25ml through to 280ml
- Automation Transition since 2010, from 23 Manual Production Lines, to 6 Automated Lines
- Around 300 employees, with 150 engaging on Poka
- Output for 2020-2024 was 535 Million Units



TOGETHER WE HAVE
THE POWER TO WIN

Folkestone Transformation Journey

Highlights

- 2010 > 23 Manually Operated Production Lines
- Today > 6 Automated Production Lines and minimal manual operation processes
- 2026 > New High-Speed Sterimar Production Line – 200upm



TOGETHER WE HAVE
THE POWER TO WIN

Poka Program Overview



TOGETHER WE HAVE
THE POWER TO WIN

POKA Implementation



FOLKESTONE TIMELINE



2019

JULY
Initial POKA Implementation

Work Instructions
Uploaded and Skills
Written & Assigned

DECEMBER
Operator Training

2020

POKA Embedded in
Escalation Procedure

JANUARY
QR Codes Distributed

FEBRUARY
POKA Work
Instructions Written

2021

MARCH
SABA Supersedes use
of POKA Skills

2021-2022
Mainly Utilizing the
Call For Help &
General News Feed
Functions

2023

FEBRUARY
Call For Help
Changed to *Issues*

Work Instructions
starting to be
updated with links to
SharePoint, to show
up-to-date versions
automatically

2024

MARCH
Use of 3 C's for *Issues*
Implemented

JUNE
SSO Implemented

AUGUST
POKA Forms
Implemented for 5S

2024

OCTOBER
Skills Implemented
for TWI OJT Training

DURING 2024
POKA Forms Include:

- Plant Ideation
- Centerline
- Washdown
- T20 MHE (PIT)
- Hazard/Near Miss

2025

JANUARY 2025
Full Implementation
of TWI Skills

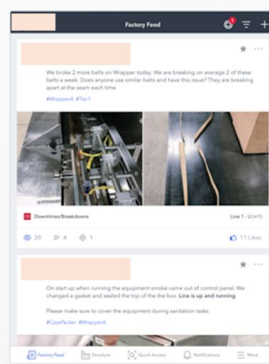
DURING 2025
Further POKA Forms,
e.g. Layered Audits

POKA Manuals

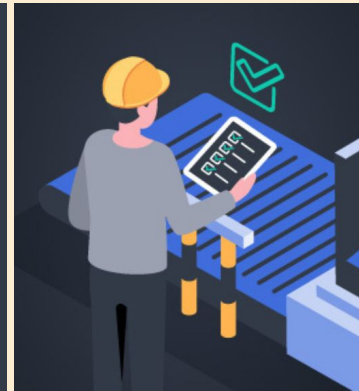
Additional Line for
Project Dolphin

Poka

WORK
INSTRUCTIONS



ISSUES



FORMS



5S Forms

One Standard *Form* used across all Production Lines & Processing Areas

< Back to List

Daily 5S & Visual Standards

Line 501

Completed Deviation

Preview

Information

Versions

Description

Audit to be completed within the *First Hour* of Each Shift. Please ensure the required standards are being maintained, as pictured, in order to ensure that we are *Working Safely, Producing Good Quality Product and Running Efficiently*.

Please raise any deviations identified as an *Issue* on POKA, to help manage and resolve in a timely manner.

Which Area is being Audited?*

Line 501

Environment, Health & Safety
Ensuring the Area is Safe to work in

Is the floor area clean and clear from spills? (Preventing Slips, Trips & Falls)*

If the current status does NOT reflect the standard, please take a photo and, where necessary, add details of any corrective actions taken and/or required

✓ Yes

Is the floor clear of any waste components? e.g. Bottles/Cans*

If the current status does NOT reflect the standard, please take a photo and, where necessary, add details of any corrective actions taken and/or required

Are required tools available and stored correctly? e.g. Tool Box or Shadow Boards*

If the current status does NOT reflect the standard, please take a photo and, where necessary, add details of any corrective actions taken and/or required



No



Deviation Detected

Provide more information about the deviation

1.Missing tools



Raise an *Issue* directly from a *Deviation* identified in a *Form*, at the touch of a button

Issue - #146623

5S Issues Line 501

Resolution time: 23 days, 12 hours, 46 minutes
Resolved by Gemma Stapley - Aug 27, 2024, 12:09:50 PM

Assigned

1.Missing tools

Linked to:

Forms

Daily 5S & Visual Standards

Question: Are required tools available and stored correctly? e.g. Tool Box or Shadow Boards

✗ No

Locations: 1

Line 501
Hullas Lane

Created by

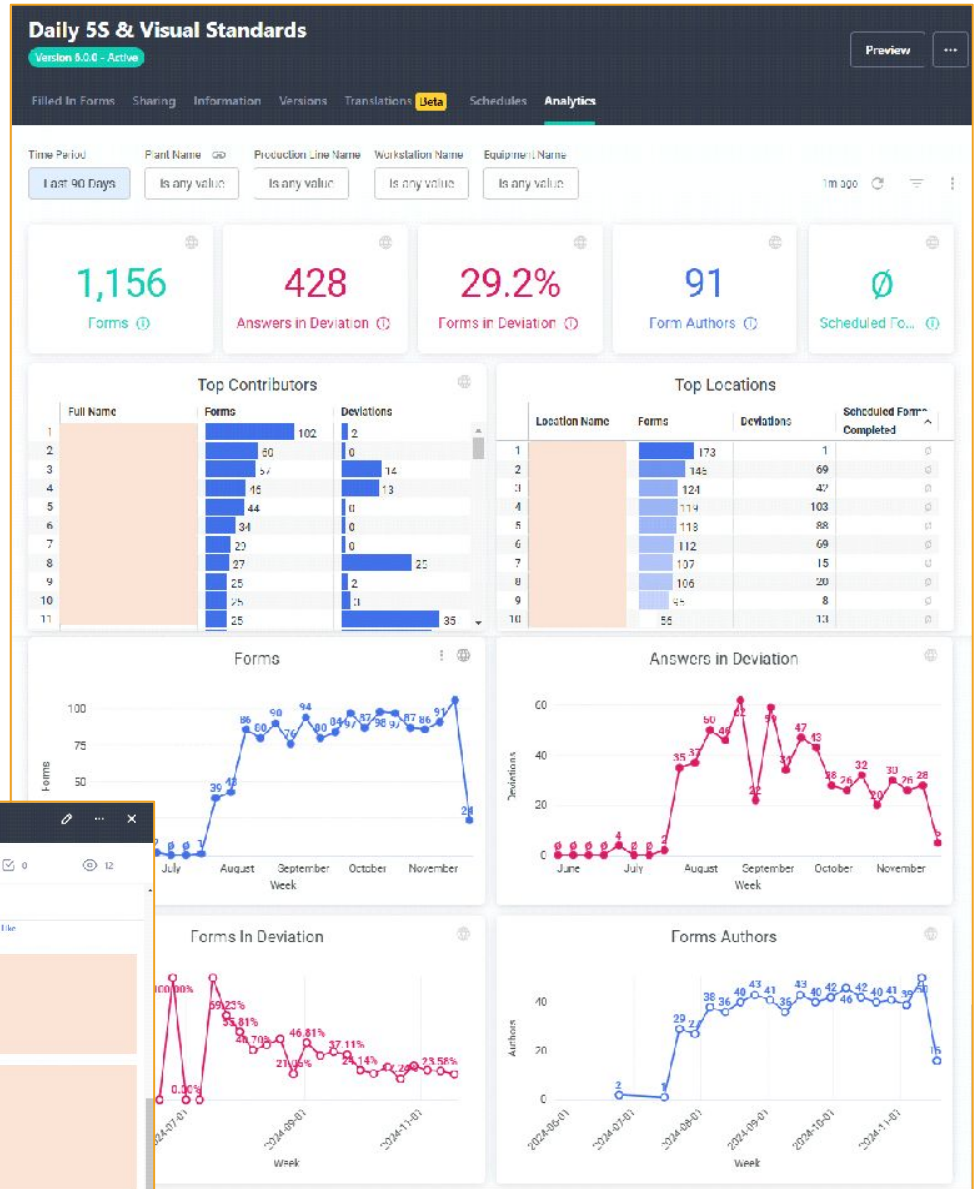
Discussion

Reply · Unlike · 1 Like

Gemma Stapley
Factory Digital Systems Specialist
Aug 27, 2024, 12:09:45 PM
Chosen Solution

All tools have now been delivered and installed to required point-of-use positions

Reply · Like · 0 Likes



Built-In *Analytics* for *Form* Completions and Deviations



TOGETHER WE HAVE
THE POWER TO WIN

Benefits of POKA Forms

Conditional Logic to Only Ask Relevant Questions

Automatic Notifications for Completions or Deviations

Automated Analytics for Completions & Deviations

Enhanced Sustainability & Reduction of Paperwork

Easy to Use for Both Operators and Admin

Able to Add Photos and Documentation to Forms

Capture Photos when Completing Forms

Raise an Issue Directly from a Deviation

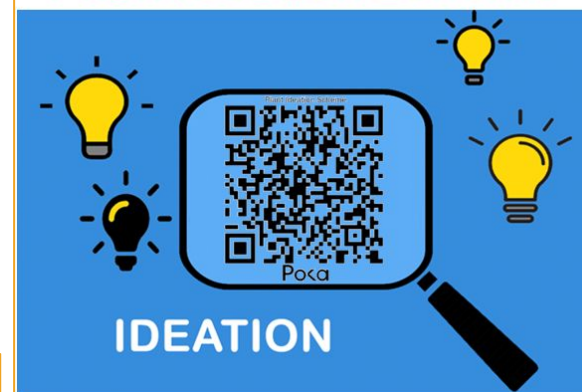
Schedule Times for Completion of Forms

Easily Share a Form to Multiple Areas

Daily 5S & Visual Standards



Plant Ideation Scheme



T20 MHE Daily Check Sheet



A graphic for a 'Near-Miss/Hazard Report Form'. On the left is a vertical banner with the text 'Near Miss reported today is the accident that does not happen tomorrow' and an illustration of a worker in a hard hat. To the right is the actual report form, which includes fields for 'Date/Time', 'Building/Working area', 'Near Miss?', 'Type of Event', 'Severity', 'Describe the event in detail', 'What did you do to fix or address the issue?', 'Reported to:', 'Name of Person reporting:', 'CHS Department Name and Sign:', and 'Actioned?'. A QR code labeled 'Poka' is at the bottom left of the form.



TOGETHER WE HAVE
THE POWER TO WIN

Standard TWI Skills

Standard Layout for each *Skill*,
used to track progress through
the 4-step TWI Method

Skill Title

Training Program

Users

Information

Versions

Languages

1. Pre-Requisite

"Familiarize yourself with the Standard Operating Procedure (SOP)/Work Instruction (WKI)
Carefully read through the comprehensive SOP/WKI. Be aware that by pressing the "Mark as watched" button, you confirm that you have read and FULLY understood all information and all steps described in this SOP/WKI.

If you have any questions regarding the procedure, please ask your trainer for an explanation to ensure that you fully agree with this content.

Please Note: This does NOT replace the requirement to read the document on SABA"

2. On The Job Training (0/4 - Training)

"Request Practical Training
TWI Trainer to provide practical On the Job Training for the related Skill"

Assessment

TWI Trainer to complete Assessment and Endorsement, at 0/4, to confirm Training Successfully completed against JIB for Skill Title

POKA SOP/WKI >
Includes PDF of
document & URL
Link to SharePoint

Link to SOP/WKI in POKA

TOGETHER WE HAVE
THE POWER TO WIN

Additional Step 5: Shift Managers responsible for
Final Endorsement of *Skills* for their Teams

Step 3 >

< Step 1

Step 4 >

< Step 2

Step 5 >

3. Follow Up Training (1/4 - Competency Checking)

"Request Follow Up Training
TWI Trainer to provide follow up Competency Check Training for the related Skill"

Assessment

TWI Trainer to complete Assessment and Endorsement, at 1/4, to confirm Follow Up Successfully completed against JIB for Skill Title

4. TWI Trainer Sign-Off (2/4 - Capable)

"Request Capability Sign-Off
TWI Trainer or TWI Production Coordinator to provide follow up Capability Check Training for the related Skill"

Assessment

"TWI Trainer to complete Assessment and Endorsement, at 2/4, to confirm Training Successfully completed against JIB for Skill Title

NB: You will be asked to demonstrate your knowledge and skills learnt, prior to Endorsement at 2/4 - Capable"

5. Manager Sign-Off (3/4 - Fully Competent)

"Request Endorsement from Shift Manager
When Endorsement has Successfully been completed at 2/4 - Capable for Skill Title, Request Endorsement from your Shift Manager

NB: You will be asked to demonstrate your knowledge and skills learnt, prior to Endorsement at 3/4 - Fully Competent

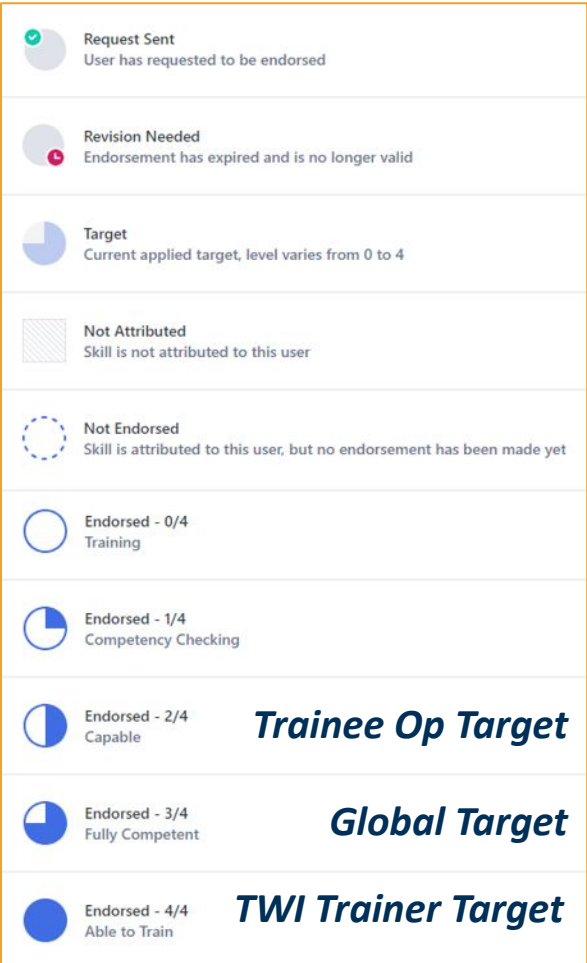
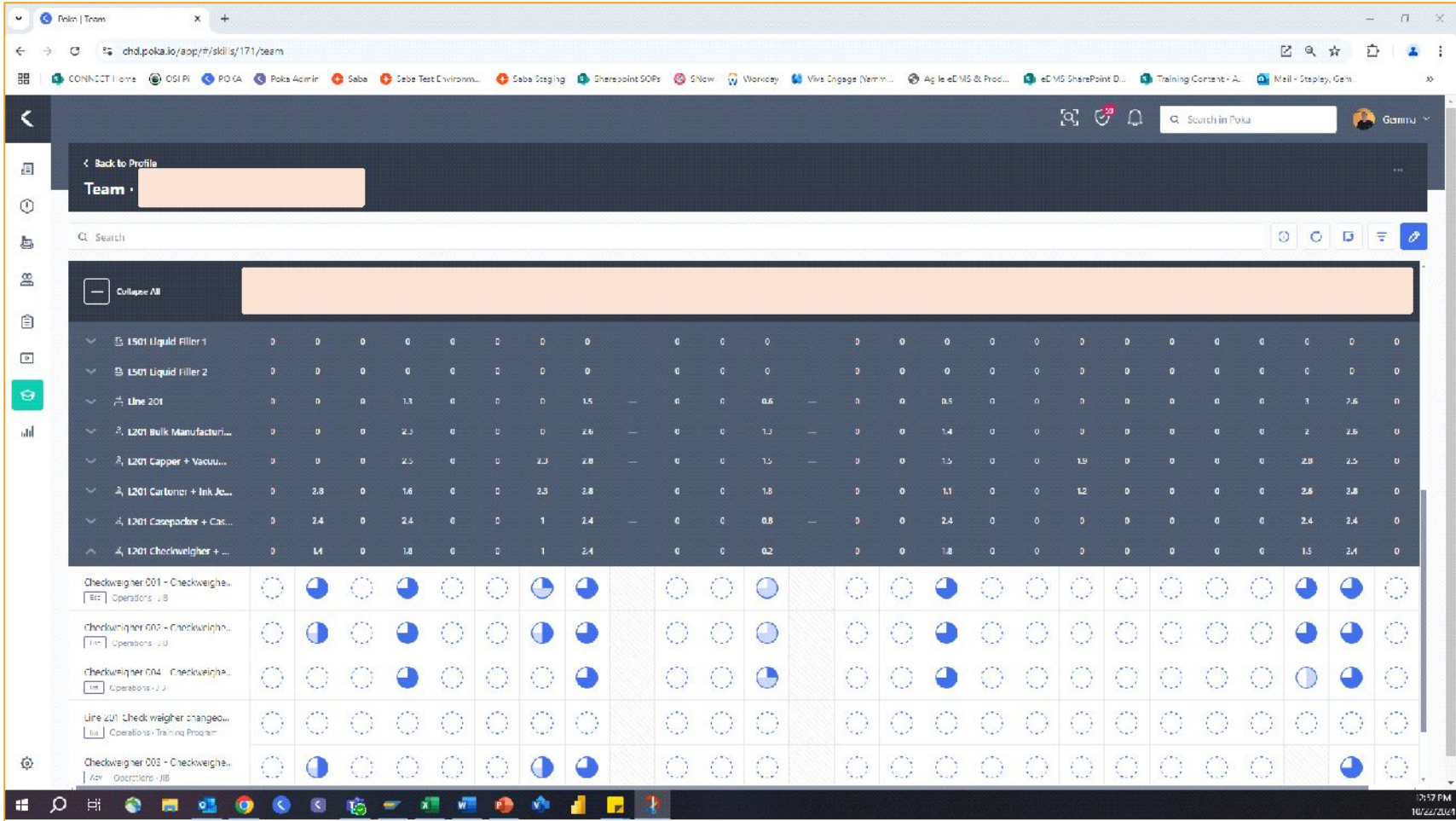
NB: The Target Endorsement Level is 3/4 - Fully Competent for All Roles, with Endorsement Level 4/4 - Able to Train being assigned to TWI Trainers"

10

Skills Matrix

Visual Guide to Current Endorsement Levels,
to Easily Identify Training Requirements

Varying Targets assigned
across roles



Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 1: Pre-Requirement
(Prepare the Worker)

Step 2: On The Job Training
(Present the Operation)

Step 3: Follow-Up Training
(Try-Out Performance)

Step 4: TWI Trainer Sign-Off
(Follow Up)

Step 5: Manager Sign-Off
(Shift Managers responsible for Final Endorsement of Skills for their Teams)



TOGETHER WE HAVE
THE POWER TO WIN

Results & Successes



TOGETHER WE HAVE
THE POWER TO WIN

Usage at Folkestone



Average Overall Account
Utilization is Currently

98.5%

Last 90 Days

Average Form
Completions

944

Per month

Average *Issues*
Created per User

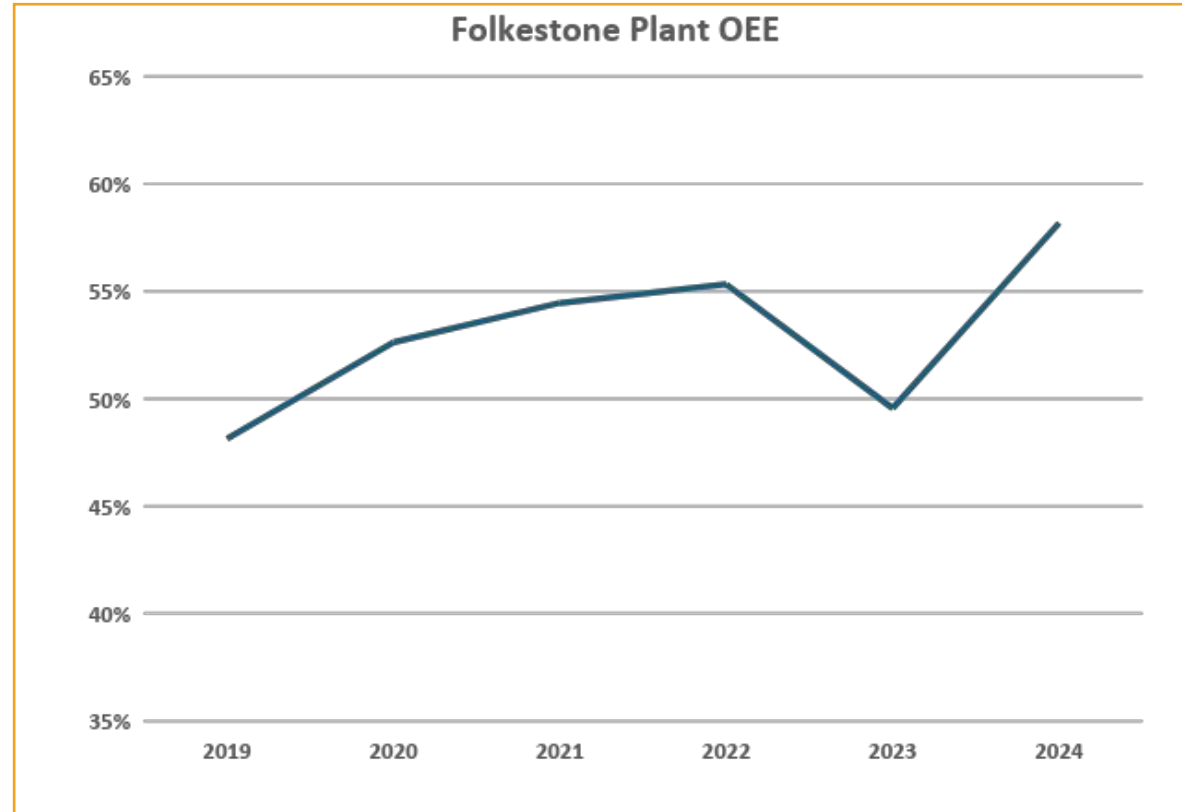
5.9

Last 90 Days



TOGETHER WE HAVE
THE POWER TO WIN

Benefits for Folkestone - Productivity



10% OEE growth, aided by POKA



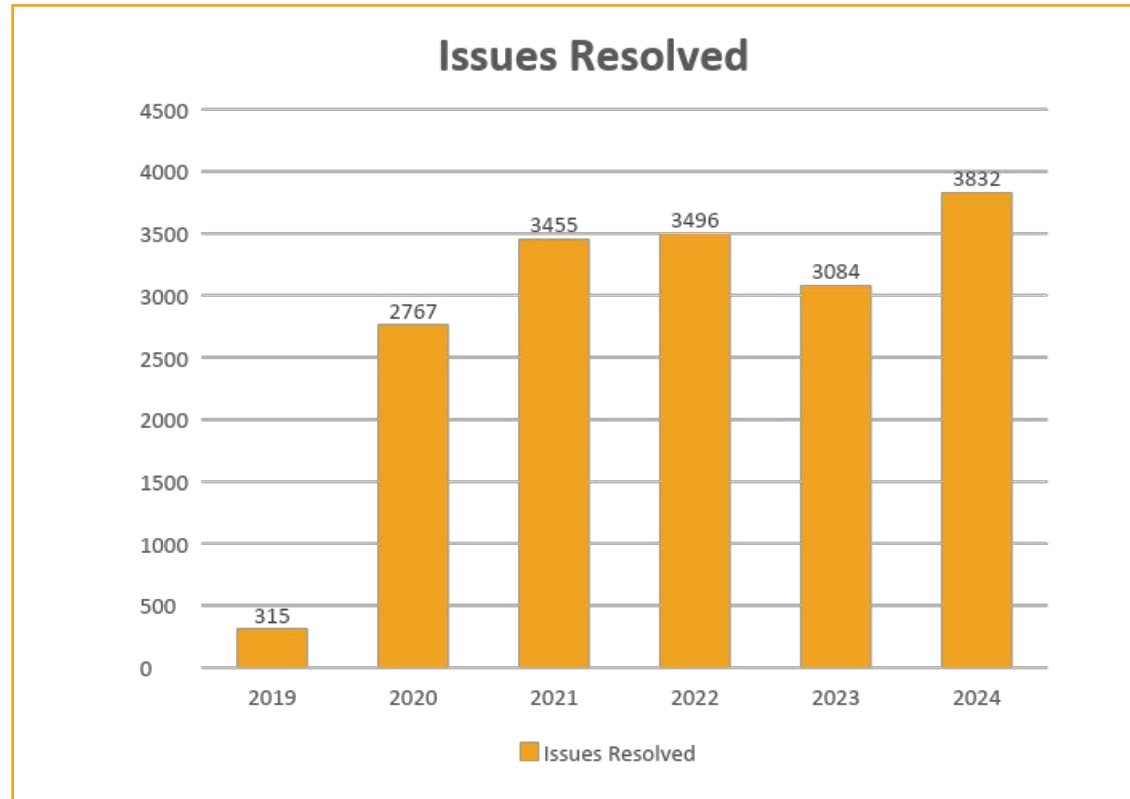
TOGETHER WE HAVE
THE POWER TO WIN

Benefits for Folkestone – 98% Issue Resolution



Total *Issues Created** **Total *Issues Resolved****

17,368 **16,949**



**Over 2500 issues resolved in the plant
each year, from the first full year of use**

***To 2024
Year End**



TOGETHER WE HAVE
THE POWER TO WIN

Benefits for Folkestone – Communication



Able to Communicate 24/7, across Shifts

Ability to use pictures and videos, including from Aerosol manufacturing areas

Able to Maintain Communication during Global Pandemic in 2020

Safety Information
Folkestone

Gemma Stapley
Factory Digital Systems Specialist - Nov 4, 2024, 3:49:40 PM

Breaking News: Near-Miss/Hazard Form Now on POKA!

Hi All,

We now have a digital replica of the Near-Miss/Hazard Form available directly on POKA. This can be accessed by scanning the QR code, and navigating to the form in the same way as SS & T20.

These forms are set to automatically inform the EHS Team whenever a form is only authorized users can access the completed forms.

Laminated QR codes will be distributed to Production Lines & Processing Areas.

If you have any queries, please ask a Shift Manager or a member of the EHS Team.

Thank You

Near Miss reported today is the accident that does not happen tomorrow

Near-Miss/Hazard Form

QR Code

Poka

Near-Miss/Hazard Form

A near-miss is a potential hazard or incident in which no injury, loss, or damage occurred, but where, given a slight shift in time or place, these events could have resulted in a serious injury, loss, or damage. Near-misses also may be referred to as close calls, near misses, or potential incidents. The company encourages all employees to report near-misses immediately.

Date/Time: _____

Type of Event: _____

Reported to: _____

Order (describe): _____

Describe the event in detail: _____

What did you do to fix or address the issue? _____

Reported to: _____

EHS Department Name and Sign: _____

Continuous Improvement
Line 103

Gemma Stapley
Factory Digital Systems Specialist - May 22, 2024, 4:40:00 PM

Hi All,

The secondary labeller, for the TU label on the back of the US Nair SRP's, is now functioning. I have sent temporary instructions to the line for how to send labels to this TU printer.

NB: This will be amended in the future to show as two labels on the same page, as with Shipper labels

Currently the back labeller is utilizing label code 103322, which can be staged regularly, as Kanban. The print ribbon is the same as the regular TU label ribbon.

Big Thanks to [redacted] for his perseverance in getting this printer up and running today.

L102 Bottle Sorter
Optima - Roboter - Line 102

Created by
Gemma Stapley
Factory Digital Systems Specialist - Mar 26, 2020, 7:53:57 AM

Equipment Issues
Line 102

Resolved

Resolution time
13 days, 8 hours, 20 minutes
Resolved by: Apr 8, 2020, 5:37:20 PM

Assignee
[redacted]

Discussion

Reply · Like · Likes

Gemma Stapley
Factory Digital Systems Specialist
Mar 26, 2020, 8:01:59 AM
Adjusted positioning of metering belt and will replace the broken pegs shortly. Line now able to run. Thanks [redacted] (Edited)
Last edited by Gemma Stapley - Mar 26, 2020, 8:02:42 AM
Reply · Like · 1 Like

Gemma Stapley
Factory Digital Systems Specialist
Mar 26, 2020, 3:53:13 PM
Replacement rollers are due into stores next week (w/c 30th March), so will leave post as Pending until replaced
Reply · Like · 0 Likes

[redacted]
Metering belt 2 brake released and moved manually. Restarted and operating correctly. New roller guide will need replacing when on stock.
Reply · Unlike · 2 Likes

Gemma Stapley
Factory Digital Systems Specialist
Apr 8, 2020, 5:37:10 PM
Chosen Solution
Roller guide has now been replaced.
Reply · Like · 0 Likes



TOGETHER WE HAVE
THE POWER TO WIN

Successes

Dedicated Team of SME's during Implementation



Twice Weekly Meetings to Manage POKA Posts



Teamwork

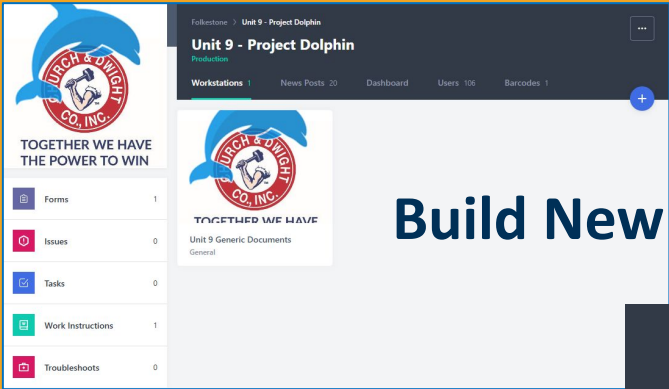
Sustainability



Next Steps

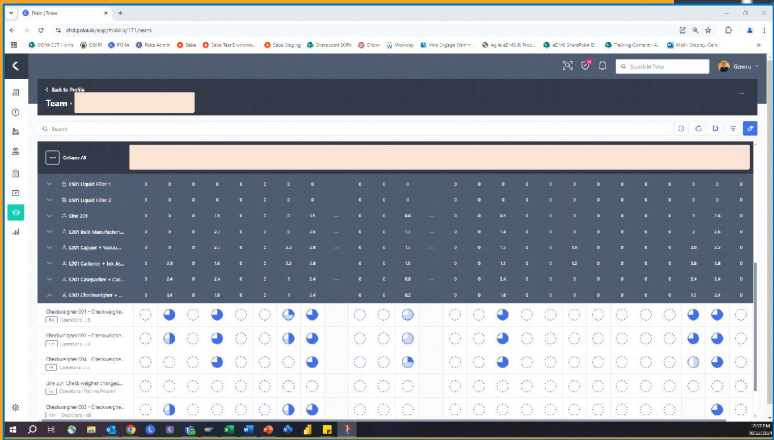
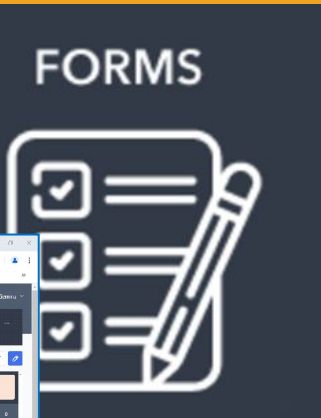


Factory Digital Systems Integration



Build New Production Line

Increased Use of Forms



Increased Skills & Matrix Use

Paperless Factory



Employee Statements on Using POKA



I like to be able to see my team and what skill levels I have available on shift

(Shift Manager)

Fantastic system, directly on my phone so I have it with me 24/7. A massive advantage for the plant, with communication between operators and engineers to solve Issues quickly. A Great Tool

(Manager)

Very helpful for operators, as provides communication between shifts

(Line Leader)

Love using Poka, it's nice and easy, just scan a QR code and if you find a solution to an Issue you can share with everyone

(Line Operator)

Easy to use, with ability to add photos and videos to posts, which everyone can see

(Line Leader)



TOGETHER WE HAVE
THE POWER TO WIN

Questions?



TOGETHER WE HAVE
THE POWER TO WIN