



International cosmetics giant Barry M increases productivity and versatility using Adelphi machinery

The Challenge:

An increase in new product development at Barry M – particularly festival themed cosmetics such as glitter fixer gels – left their existing fillers unable to keep up with production demands.

The Solution:

Incorporating Barry M's existing Response Benchtop filling machines into a new Response Automation Base, has maximised value-for-money and adaptability. Adelphi also integrated a capping machine, to create a complete packaging line. The cost-effective set-up achieves vastly improved outputs of 5,000 units per day.



“We receive maximum benefit and value from the machine,” says Barry M’s Production Manager Greg Suarez. “We have the Response Automation producing on average 5,000 units a day on an 8 hour shift.”

Barry M are a world-leader in their field, manufacturing vivid and vibrant cosmetics at affordable prices. Like Adelphi, Barry M only produce products of the highest quality.

Flexible & Scalable

The Response Automation Base holds up to four Response Benchtop Fillers, which can be taken away at any time and used as stand-alone, semi-automatic fillers. This flexible system can be constructed or deconstructed to fit production requirements, saving Barry M the need to invest in multiple machines. It can convert from a fully automatic 8-head filler, into four benchtop fillers, within just 30 minutes, so no production time is wasted. This system adds value for businesses of all sizes, and for companies like Barry M who invested in the Response Benchtop Filler first, it means that the initial outlay is never made obsolete.



Proven Reliability

With Response Benchtop Fillers already in place, it made sense for Greg to stick with machinery which had proved reliable in the past. He commented that “we needed reliable equipment that wouldn’t let us down. Knowing Adelphi’s machinery as we do, we felt confident this would be achieved. The Response’s easy operation and its versatility with filling different products ensures that we receive maximum benefit and value from the machine”.

Save Time & Money

“The Response can be adapted quickly to different fill sizes and container types, which benefits us greatly with the variety of products we fill. We also find the change parts on the machine really quick and easy to swap over when we change production runs, so we can keep the machine clean between fills with minimal effort”, says Greg.

Seamless Collaboration

Barry M also depend upon high-grade stainless steel mixing vessels for use in their manufacturing hub, as well as floor standing mixers for production mobility. Adelphi Group company Pharma Hygiene Products Ltd supplies vessels and mixers in 304 and 316L grade stainless steel, which maintain the highest standards of hygiene for Barry M’s production. Purchasing from one group of companies simplifies and speeds up the purchasing process.



The Response Benchtop Filler (left), and Barry M’s Response Automation Base incorporating three benchtop machines (right).