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# Pure Encapsulations

SHAPING THE FUTURE OF THE  
SUPPLY CHAIN, TOGETHER

The Atrium Innovations logo, featuring the word "ATRIUM" in a bold, blue, sans-serif font with a thin blue arc above it, and the word "INNOVATIONS" in a smaller, blue, sans-serif font below it. The logo is centered within a white diamond shape.

**ATRIUM**  
INNOVATIONS

# Pure Encapsulations

PURE ENCAPSULATIONS INCREASES SERVICE LEVELS WHILE REDUCING WASTE WITH SLIMSTOCK SUPPORT

## Results & Company profile

- Quick reaction to address disruptions
- Enhanced supplier collaboration
- Reduced waste

Website:

<https://www.atriumpro.ca/>

## Country

Canada

## Industry

Manufacturing

## Sector

Pharma/Healthcare



*"The supply portion of Slim4 was the icing on the cake to help our supply team. Slim4 has helped us accomplish our objectives of managing our portfolio with a small planning team."*

**Frank Romano**

Senior Manager & Demand Planning at Atrium Innovations

**Atrium Innovations, a pioneer in natural therapeutics approaches to health, has joined forces with Slimstock to enhance customer experience. After the seamless implementation of the **Slimstock supply chain planning solution** in Pure Encapsulations, sponsored by its parent company, Atrium Innovations, the**

## **manufacturer has streamlined its operations and is experiencing outstanding results.**

Born as a science-based company, Atrium Innovations is a worldwide leader in developing, manufacturing and commercialising natural health products distributed in more than 35 countries. Atrium owns healthcare practitioner and specialised retail product brands at the forefront of science, innovation and education. To level up their business, Atrium decided to add technology throughout the business, starting with their child company, Pure Encapsulations.

The core of Pure Encapsulations is to help its customers achieve health and wellness goals by providing nutritional supplements and personalised recommendations. To improve its supply chain operations, the parent company decided to launch a supply chain transformation project into Pure Encapsulation operations.

## **A shift towards smarter planning**

The Atrium team was eager to adopt a tool to enhance supply and demand management for Pure Encapsulations. With a self-life-sensitive product line, the company had to optimise their operation to reduce waste while ensuring availability. To meet its desired inventory targets, Atrium partnered with Slimstock and implemented the award-winning supply planning platform, Slim4.

Frank Romano, Senior Manager & Demand Planning at Atrium Innovations explains, "The initial objective was to have a system to better forecast our business and make it more efficient to manage 2,000+ SKUs. The supply portion of Slim4 was the icing on the cake to help our supply team. Slim4 has helped us accomplish our objectives of managing our portfolio with a small planning team".

## **Results**

After more than 4 years of Atrium's partnership with Slimstock, Pure Encapsulations has achieved:

- Quick reaction to address disruptions by exception reporting
- Enhanced supplier collaboration by easy access to purchase forecast
- Reduced waste by optimising shelf-life analytics

Frank highlights, "From the demand side, we immediately began using Slimstock to manage by exception and make forecast changes. The shelf-life module was crucial for us to improve both our fill rates and waste due to the product passing a ship-by date. Our ERP/MRP does not offer this option, so this was the first tool we had to predict when the product would pass shelf life for us to either implement marketing strategies and/or order additional products before our existing inventory goes on hold for being past shelf life."

## IMPROVED SERVICE LEVELS

While Pure Encapsulations inventory levels remain intentionally higher due to strategic business decisions, Slim4 has equipped the team with the necessary tools to manage inventory effectively. The system provides insights that, without external influences, would have led to a leaner stockholding approach.

Similarly, service levels have seen steady improvements despite the industry-wide supply chain disruptions. Frank highlights, "Our service levels have improved since implementation, driven by strategic enhancements such as increasing safety stock and refining our raw material ordering, resulting in greater reliability and efficiency."

## Setting the ground for further success

For a fast-paced consumer products company like Pure Encapsulations, managing thousands of SKUs with a lean team demands a robust and efficient system. Slim4 has enabled Pure Encapsulations to focus on the most critical inventory decisions, driving long-term operational success.

Through tailored training and continuous improvements, Slimstock has proven to be more than just a technology provider—it's a long-term partner in Atrium's supply chain success. As the business continues to evolve, Atrium looks forward to leveraging future innovations in Slim4 to drive even greater efficiency and resilience in its operations.

Frank concludes, "From adjusting our system to plan at the aggregate level to implementing a shelf-life module, Slimstock has dedicated time and effort to ensure we continuously improve our processes/tools and reduce challenges that impact our business. We are excited to continue improving our customer service with Slimstock's solution supporting us along the way".

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