

Case Study:

314 Pure



Hear how we freed 314 from an inefficient seed-to-sale platform, saved it money & helped it boss its audits

Highlights

5x more cost effective than its paper + seed-to-sale combination

15x increase in functionality compared to 314's old system

Batch records in 10 seconds rather than 10 days

Flexibility to adapt to changing requirements

Profile



LOCATION: ALBERTA



FACILITY SIZE: 42,500 SQ. FT



LICENSED DATE: 2019



LICENSE TYPE: CULTIVATION & PROCESSING



“With Elevated Signals, we were able to do a lot more with less. It was five times more cost effective than our previous approach of combining seed-to-sale software with paper records, and it was 15 times as functional”

- Katie Kapcsos, QAP, 314 Pure

The Situation

314 Pure is a licensed cannabis producer with cutting-edge grow rooms in its 42,500 sq. ft facility in Crossfield, Alberta. It's focused on using sustainable methods to develop small batch, premium cannabis products, which it sells under its consumer brand Poolboy.

314 originally used seed-to-sale software alongside pen, paper and spreadsheets to manage its inventory and Health Canada compliance. While there were cracks in this hybrid system from day one, the inefficiencies were heightened as the producer's operations began to scale. “The whole process was becoming very time consuming and expensive to manage,” said Katie Kapcsos, QAP, “and on top of this the seed-to-sale software we were using had limited capabilities.”

According to Katie, in its existing S2S platform the team was unable to track anything other than plant inventory, “our quality records were on paper and not linked in any way to our inventory, meaning we lacked context on our batches - loads of important information and data points were essentially filed away.” These limitations resulted in a scramble before their first inspection. “I spent 18 hours here one day gathering every piece of paper that had ever touched this batch and putting it into a binder — and the inspectors still hated it.”

“The old software kept arguing with reality. We had a room with 200 plants and it would say we had 174. It wouldn't allow us to change anything and it was impossible to speak to customer service. It was infuriating,” said General Manager, Joel Darichuk. “My goal was to make sure that we had all of our reports in on time, that they were accurate, and that our inventory and accounts matched up. I needed to find a new system that would help us do that.”

THE CHALLENGE

“Our old software kept arguing with reality. We had a room with 200 plants and it would say we had 174. It wouldn't allow us to change anything and it was impossible to speak to customer service. It was infuriating.”

- Joel Darichuk, General Manager, 314 Pure



The Solution

With Elevated Signals, Joel and Katie found a system that met all of their requirements. The software digitizes and automates batch recordkeeping so that all reports, including those required by the CTA and CRA, are always easily accessible. Custom forms can be developed to capture facility specific environmental and production focused data. “It's a flexible system in an inflexible industry, which is very valuable,” said Joel.

“With Elevated Signals, we were able to do a lot more with less. It was five times more cost effective than our previous approach of combining seed-to-sale software with paper records, and it was 15 times as functional,” Katie Kapcsos, QAP, 314 Pure.

Being able to rely on their recordkeeping system gave the 314 team more control and confidence in their QA program. As Katie puts it, “with Elevated Signals I can oversee everything that happens at the facility without physically being there. It's intuitive and laid out in a way that, if somebody asks me a question about a batch, I have an answer in two seconds.”

The speed, and accuracy, at which 314 is able to create batch records in Elevated Signals has also allowed the producer to remain compliant with Health Canada and CRA regulations, without worrying if it will meet its deadlines. “Since using Elevated Signals, we have not missed a deadline or had to ask for an extension. Our reports have been absolutely accurate too,” said Joel.

The Success

Batch Records in 10 Seconds Rather Than 10 Days

314 estimates that it takes 10 seconds to generate a complete batch record with Elevated Signals, compared to 10 days with its old hybrid, seed to sale and paper based system.

5x Cost Savings

314 Estimates that Elevated Signals cost five times less to implement, compared with its old approach of using seed-to-sale software combined with paper recordkeeping.

15x the Functionality

Detailed, fully-digital recordkeeping, automated batch records, and customizable forms were all features that were missing in 314's previous solution.

Flexibility to Adapt to Changing Requirements

“As regulatory requirements change, or when a facility's manufacturing processes evolve, a lot of systems become obsolete, but because of its flexibility, Elevated Signals does not,” said Joel. “The pliability of the system is great and the team keeps innovating the platform.”

“We switched to Elevated Signals last year, and since then our reporting and recordkeeping have been a breeze. Unlike our old system, the software connects the dots between our inventory and quality program, giving us full visibility of our manufacturing process. This is invaluable and saves us a great deal of time and money. It's a flexible system in an inflexible industry which i'd thoroughly recommend to any licensed producer.”

- Joel Darichuk, General Manager, 314 Pure