



Customer Spotlight: Food & Beverage Industry

Marshall Durbin

Birmingham, AL • marshalldurbin.com



Company Profile:

A vertically-integrated poultry company with facilities in Alabama and Mississippi, Marshall Durbin ensures that their chickens are managed through high-quality feed, trained service crews, efficient egg hatcheries, government inspected processing, skilled lab workers and a solid distribution network.

With a history dating back to 1930, Marshall Durbin has grown from a single retail fish stand to one of the largest privately-owned poultry companies in the United States. In 1965, Marshall Durbin became one of the first vertically integrated poultry companies in the US when they began manufacturing feed in their own feed mill in Haleyville. They subsequently added a transportation office, expanded and added facilities, and increased production, thereby setting the tone for tremendous growth in the 1970s.

The company increased its attention on quality when it became one of the first poultry companies in the nation to establish a science and technology center. Located in Jackson, Mississippi, the lab represents a significant investment for the company, which is committed and dedicated to product safety and consumer health. This philosophy continues today, evidenced by the receipt of the highest possible rating for carrier safety from the Department of Transportation and the "Quality Support Award" by KFC/Yum! Brands, Inc.

Their Challenge:

Marshall Durbin decided to transition from a paper-based, manual system to an automated system. Their primary criteria for a LIMS was one that could be customized to meet their data management needs.

Our Solution:



After evaluating several different LIMS demonstrations, Marshall Durbin purchased Sample Master® Pro. They found one major benefit to be the freedom to create laboratory reports and the versatility to modify canned reports. Users who are not IT experts are able to create sophisticated reports with a click of the mouse.

Marshall Durbin is also very pleased with the support they have received from ATL. Under the GOLD Support Plan, they receive free product upgrades, unlimited technical support, access to ATL's support website (service packs, white papers, frequently asked questions, news and more), quarterly training webinars, user group meetings, quarterly LIMS Solutions newsletters, two hours of programming, priority routing, and an assigned LIMS Account Manager to provide customers with a single point of contact for swift response and solution management.

In addition to the QA/QC module, for more advanced statistics, Marshall Durbin incorporated Northwest Analytical's SPC software technology into Sample Master® Pro. This functionality offers embedded SPC capabilities, allowing Marshall Durbin users to create SPC charts from their LIMS data.

“ I wanted to let you know that the customer support team at ATL is second to none. Your team provides great service and is extremely customer focused. ATL's support team should be the standard for other companies.

James Faison, VP of Science & Quality
Marshall Durbin



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