



# LOGO

THE FIEGE MAGAZINE

NO. 83 | 2014

## INNOVATIVE LOGISTICS SYSTEM FOR SPORTSCHECK AT THE ERFURT MULTI-USER CENTER



**FIEGE**

The World of Logistics

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About us:

## Fiege with a new organisational structure in Germany

As a logistics company the Fiege Group successfully offers a broad pallet of services and solutions to its multi-sector clients.

**C**ustomer demands vary significantly in the individual industries. Individualised concepts are more and more in demand and customers expect tailored solutions.

The development introduced a few years back which started by defining eight sectors and which aims at moving towards a more sectorially- rather than regionally-oriented enterprise was taken a step further this year following the transition into a more independent business unit set-up for the individual sectors. This turns the spotlight even more so on what Fiege's customers, who operate in a range of industries, want and need. The know-how from individualised sector solutions will be merged even more strongly in the future, in order to offer to customers even greater added value.

However, the respective business units are more than mere specialised

contact points for customers from their respective industry: assigning clear responsibilities and the necessary entrepreneurial freedom to the executive management teams of the business units allows the Fiege Group to strengthen a business-oriented mindset amongst its employees. Lean structures advocate quick and accountable decisions even more so than before. Business units thus sharpen the respective profile of Fiege around the world amongst its clients. Such consistent orientation towards the world of its customers will make Fiege even more capable, faster and thus competitive in the future. Borne by knowledge and the wealth of ideas from its employees as well as their willingness to assume entrepreneurial responsibility, Fiege is convinced to have set the right course for a rapidly changing business field.

Your LOGO Editorial Team



# “Rock your Life” donation



Dr. Hugo Fiege (3<sup>rd</sup> from right) gave a considerable donation on the occasion of his company anniversary

● On the occasion of his 40<sup>th</sup> company anniversary, which was feted with a small celebration by the family-owned company as well as numerous invitees from the professional life of the jubilarian, Dr. Hugo Fiege handed over a sizable donation to the “Rock your Life e.V.” charity organisation, an educational initiative of students. Their goal is to accompany socially-disadvantaged pupils in an environment that is removed from an education- and integration-oriented setting over the last two years of their schooling with a specially-trained student so that these pupils have a better opportunity of finding an apprenticeship after graduating, or pursuing secondary education. 12 highly-mixed teams saw the invitees prove their team skills and dexterity during a contest such as, for example archery or goal-shooting. The team with the highest score was crowned the winner and was allowed to select a charity to which Dr. Fiege then extended his donation later on. The winners chose the “Rock your Life” charity on the anniversary – an organisation known for its outstanding work in many German cities already, including also Münster, jointly with students from universities and universities of applied sciences.

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NEWS

## Third night of logistics

● The third night of logistics, arranged on the occasion of the Day of Logistics by the Competency Network Individual Logistics and Bundesvereinigung Logistik, was held at Osnabrück’s Alando Palais in April. In a relaxed atmosphere, pupils and students were given the opportunity to obtain information about career paths in logistics directly from businesses based in the Osnabrück region. In addition to specialist presentations there was also a contact fair to exchange the latest job, training and internship offers with representatives of the companies. Fiege also benefited from this opportunity and was present with a newly-designed trade fair stand to present itself to tomorrow’s experts. Especially the Chinese exchange students from Osnabrück University of Applied Sciences were highly enthusiastic about the offers and internationality of the Fiege Group.

## Fiege fulfilment for Grohe AG

The Fiege Group is now operating as a fulfilment provider for logistics, IT Order Management, Payment and Debtor Management of Grohe AG, a German company specialised in sanitary fittings. Grohe AG wanted to set up a scalable international eCommerce solution within a relatively short time period of six weeks. During a pilot project the eCommerce shop for the Netherlands was added. Logistics are handled at the Ibbenbüren facility. The core of Fiege's solution is the Order Management System which was configured as a multi-client solution as such that the individual local requirements of the countries, such as payment types, taxes or accounting issues, can be implemented.

# 27<sup>th</sup> Symposium Oeconomicum Münster

● “Ganz schön gewagt?! Wenn der Sprung ins Unbekannte lockt” (Daring! – when tempted to head for the unknown) – so the motto of the 27<sup>th</sup> Symposium Oeconomicum Münster held at Westfälische Wilhelms University on 7<sup>th</sup> May. This economic congress has been organised by students since 1987 and year after year has been attracting interesting figures from politics and business. Following the welcome address by North Rhine Westphalia's Minister of Science, Svenja Schulze, the symposium's keynote speakers gave their support to the young guests in line with the motto of the day and advised them to be professionally courageous and not to shy away from the unknown. In addition to specialist lectures on marketing, finance, HR, businesses, threshold countries and commerce, the 600 business students had the opportunity to exchange information at the contact fair with different companies. The Fiege Group also used this day at Münster's Palace to introduce itself to the students. The specially designed SOM brochure highlighted the topic of the day and demonstrated that venturing into the diverse, international and fast-paced world of logistics of the Fiege Group may well prove worthwhile. Over the day, many interesting conversations were held between company representatives and students. It was noticeable that the growth markets of India and China, to which Fiege has been committed more strongly over the past years, are very appealing to young people. Here, too, it turned out that not everyone is familiar with the diverse working environment of a logistcian but that many a personal conversation easily turned scepticism into curiosity.

Ibbenbüren handles the full range of logistics for frontlineshop.



## Fiege takes on frontlineshop logistics

● Fiege has taken on the entire logistical handling for the frontlineshop.com online store at its Mega Center Ibbenbüren. “The family-run company steeped in tradition is one of Europe's most productive logistics companies, giving frontlineshop the necessary flexibility, scalability and speed for all supply chain processes with its proven fashion eCommerce expertise”, says Kord Kintscher, head of logistics for frontlineshop. “The service for customers has been improved without exception and with this successful partner by our side we strengthen our strategic orientation towards the highly competitive online market. We can expect a reliable delivery of the ordered goods to our customers as well as a quick returns processing”. Frontlineshop is a Hamburg-based online store for street fashion. Stocking some 250 brands, it is the leading provider on the German-speaking market. In addition to such exclusive brands as Roscoe, Liebestraum and Cookie its spectrum of labels ranges from adidas Originals, Carhartt and Nike to Ben Sherman, Fred Perry, Séssun or Topman. With this, the online shop showcases a unique mix of top brands and of-the-moment newcomers. Frontline GmbH, formed in 1986 as a music mail order house, converted its product range to street fashion in 1994. Frontlineshop employs some 80 people at its Hamburg headquarters.

# SportScheck hands over logistics to Fiege

SportScheck, the well-known German sports article trader, has handed over its warehouse logistics operations to the Fiege Group, as a result of which Fiege has acquired a further renowned multi-channel customer for fashion logistics.



Some 40,000 suspended pouches twirl around the hanging garment sorter.

**S**portScheck is where all those who actively pursue sports and leisure activities rendezvous. For this reason we offer to our customers not only garments and equipment for a large variety of sports, but also many opportunities to practice sports", explains Guido Jaenisch, managing director of SportScheck. The multi-channel company is an equipment and clothing specialist for just about every type of sport. The product range covers in excess of 30,000 articles from more than 500 brands and is available in Germany, Austria and Switzerland.

SportScheck decided to advance the company's internal requirements for

one hand a uniform SAP-architecture was established with the STORM IT project, to be used as the basis for all business processes; on the other, the LANA logistics project repositioned the company's logistical handling – a project implemented jointly with Fiege.

The core premises for both projects included:

- SportScheck changes the supply chain system and its entire IT architecture simultaneously;
- Complete introduction of SAP incl. reorganisation of established business processes – prototypical iterative project approach;
- "No relevant connection of the current logistics with the new IT" and "no connection of Fiege with the old IT";
- No major interruption of the supply to end customers for online transactions or the supply of branches;
- No substantial building of inventory, not even temporarily during the relocation, with full availability of the product range in both worlds.

## Two large-scale projects completed

a future, customer-oriented multi-channel business. Two large-scale projects were completed in this regard over the past two years. On the

The co-operation with the Fiege Group includes B2B, meaning the supply of the branches in Germany, as well as B2C, for the supply of end customers in Germany, Austria and Switzerland. Fiege also integrates various value added services and is equally in charge of returns logistics for the B2B and B2C sector. At the same time, returns processing has been fully integrated into supply chain flows.

Implementing these supply chain services took the past two years. Supply chain processing has been integrated at the long-established multi-user facility of the Fiege Group in Apfelstädt near Erfurt. The heart of the highly-automated supply chain concept is a hanging garment sorter. The Fiege Group already applied this system's principle to its Greven facility. A two-stage order picking selects the items for the orders scheduled for the individual batch in a first step, only to be sorted by customers using the hanging garment sorter in a second step.

The sorting facility inclusive of integrated dynamic buffer integrates the





Some 400 staff in the commercial and industrial segment handle SportScheck's entire warehouse logistics.

reverse logistics directly into the forward logistics of both distribution channels, thereby assisting in the incoming returns being available as promptly as possible.

Incoming returns are not returned to the regular shelving system after being processed as a return and credited

## Hanging garment sorter is the heart

to the customer's account – provided they are classed as 1a items and can be sorted with the hanging garment system. Instead, they are stored in one of the 40,000 suspended pouches of the dynamic buffer, ready for immediate use to satisfy an incoming online or branch order.

Following the conversion, installation and commissioning phase, the stock was gradually relocated from the former service provider as of April 2014. An inventory comprising around three million items was transferred to Apfelstädt with over 700 swap bodies. Go-live was implemented step by

step, by distribution channel and country, so that in early May of this year the first end customer package for the Austrian online market was shipped and the gradual addition at the end of July after including the supply to the last branch was completed on time.

By co-operating with Fiege, SportScheck increases amongst others its level of supply service and lowers revolving stock so as to continue to grow in the future with its branch operations as well as mail order and Internet trading. Fiege Erfurt's outstanding geographic location in the heart of Germany was a great plus as it facilitates late cut-off times which increase service specifically for online business for end customers.

Fiege handles at its multi-user location on around 39,000 square metres of space with more than 400 staff operating in the commercial and industrial segment the warehousing, order picking, dispatch as well as returns and added value services of SportScheck's entire product range which consists of more than 30,000 articles. Next to standard value added services

such as price labelling or attaching anti-theft devices, Fiege also operates what is called a skiing and cycling workshop for SportScheck.

These workshops attach for example the bindings to ski orders for end customers, and the roughly pre-assembled bicycles are prepared prior to shipping. Likewise, Fiege handles the quality assurance for SportScheck for incoming goods and checks articles for size, colour, etc. Fiege equally filters articles for the photo studio on site, prepares these and passes these on to the photo production.

With the new logistics system of the Fiege Group in Apfelstädt SportScheck acquires the basis for a standardised next-day supply to the customer and branches throughout Germany and a scalable and breathable logistical backbone. Geared towards a maximum throughput of some 80,000 items per day with a two-shift operation, SportScheck is given the capacity to handle even major seasonal and promotional peaks with certainty in order to offer to the customer a steady, high supply chain quality. ●

# SportScheck entices customers to do sports

“Feed people with enthusiasm for sports and the equipment will sell automatically!” The recipe of success from SportScheck’s founder, Otto Scheck, is still a solid piece of advice even after 68 years of corporate history. “SportScheck does sports”. With its customers. Before they buy. And afterwards. Always. And everywhere.

**S**portScheck is the first thing that comes to mind for those wishing to get fully kitted out for their favourite sport. To be at the top of people’s minds as the number one address for sports articles is what Stefan Herzog, member and spokesman of SportScheck’s management, has already accomplished. “We have been the leader in Germany’s sports retailing market for two years now in terms of brand awareness”, says Herzog, quoting GfK surveys. “As a result of our campaigns which started four years ago also on TV, we have become the market leader in terms of unaided awareness and likeability.”

## The world’s largest sports store

Nowadays, the company from Unterhaching with the imitable house colour – orange – is considered “Germany’s leading multi-channel sports retailer”. The new address of the flagship store on Neuhauser Straße 19-21 is located on Germany’s most expensive and highly frequented shopping street. 10,000 square metres make it “the world’s largest inner-city sports store”. Sales worth around 320 mil-

lion euros were generated during the last financial year by the 18 branches and with the online shop. One in two euros is already generated through eCommerce via the PC, smartphone or tablet. The SportScheck Club counts 1.5 million card holders. Some 750,000 athletes visit the online shop every week. 500,000 people have subscribed to the newsletter. And 208,000 friends have ‘liked’ the Facebook page of SportScheck.

SportScheck started out much less spectacular. It is 1946, the destruction of World War II is still very present, when Otto Scheck returns from Italy to Munich, injured, only to find his pre-war shop – a small textiles business – to be a heap of rubble. He then decided to turn his hobby into a living and founded “Sporthaus Scheck” on Färbergraben. The passionate athlete had absolutely no clue about the industry until then, but a good idea.

Otto Scheck bought truckloads of army inventory from the Central Registry for State Assets (StEG). He had anoraks sewn from tarpaulin and sugar bags, turned the snow-white skis of mountain rangers into coloured “SportScheck skis”. Scheck was one of the first to recognise that doing sports should also include having fun and socialising. So in addition

to sports attire and sports equipment he also sold sport as an event – preferably free of charge.

## Central station for skiers

Skiing was the ultimate en vogue sport during the post-war period. Otto Scheck served this trend and partially initiated the trend himself. In 1948 he founded Germany’s first skiing school. Every Sunday morning some 4,000 Munich citizens and 1,300 children drove in Scheck buses and in two Scheck-dedicated trains, each filled with 1,000 “skiing bunnies” on board, to the Alps. Scheck made sure that Upper Bavaria’s skiing slopes looked as if “they had chicken pox”.

“Speedy Otto”, a popular Diesel locomotive, transported the high society and hundreds of athletes to Kitzbühel. Every season, no fewer than 70,000 people from Munich learned how to ski, and to love skiing. Otto Scheck’s scheme was simple: “If only one in ten of my 7,000 Sunday-only athletes still needed something for their skiing outfit, then that makes for an additional 700 customers per week, and that’s something, no?” His idea was successful:



# We do sports.

Scheck's customer database kept growing. At the end of the 70s he opened the world's largest skiing school with some 1,100 skiing instructors and 25,000 pupils. In winter, Scheck was the "central station for skiers" for decades. >



In summer, Hermann Buhl, who had reached the top of the Nan Parbat, arranged high-Alpine sports events for a discerning clientele. Buhl was at the time the head of the department for mountaineering and skiing at Scheck. Reinhold Messner had his tents for his Mount Everest expedition sewn by SportScheck. Scheck enjoyed a global reputation as an outfitter for high-Alpine equipment.

Scheck influenced the German tennis scene in a similar fashion. His own youth tournament is called to life in 1956, Steffi Graf is one of the talents winning this legendary junior tournament. Scheck has courts built and pushes tennis as a sports for the people. Tennis courts sprouted like mushrooms. At the end of the 70s there are 127 SportScheck tennis courts around Munich; 50 tennis coaches give 50,000 tennis classes for beginners in affordable groups at the all-weather facility. Whether winter trips, tennis courts or later on, sailing lessons on Lake Starnberg, the equestrian hall and saddlery, the tailor, the shoemaker, the flights and ship voyages with associated diving school – Scheck never left his customers alone with the products they bought.

## Best catalogue of the sports industry

Whoever welcomes celebrities like Boris Becker, Cindy Crawford or Franz Beckenbauer to their home, outfits the national skiing team and imports new trends at an early stage such as American sports like baseball, basketball, football and later inline skating, will quickly make it to the top. In 1970, five years after Otto Scheck passed his business to the next generation, his son Klaus, Scheck calls himself the “world’s largest sports store”. Otto, the no. 1 mail order house, and SportScheck, the no. 1 sports retail trade, have been co-operating since 1989. “He had the best catalogue in Germany’s

retail industry way back then already”, says Stefan Herzog about Otto’s initial 50% participation. Two years later Otto takes over completely and with its Nuremberg branch kicks off a Germany-wide stationary expansion of its subsidiary.

In 1993 SportScheck sends out three million parcels to Germany, Austria and Switzerland. The main catalogue which industry insiders call the “Sports Bible”, is a 650-page publication with a print run of 1.7 million copies. The catalogue’s snowboard chapter alone fills 80 pages. Today, four Big Books are published annually with a total print run of around 4.5 million copies.

The city marathon called to life in 1979 has SportScheck still record around 1,100 runners. And even Bill Clinton went on to participate ten years later. This year, almost 100,000 people will be at the start line of the 20 city marathons. For every kilometre run by every city marathon participant, SportScheck donates five cents to the “Sport im Hort” charity initiative. This donation generates over 30,000 euros every year for children and youth facilities, to be used for a good cause, and to-date more than 180,000 euros have been donated to 52 care centres. Skiing-celebrity star Felix Neureuther is the patron and SportScheck ambassador for this project.

In addition to the largest city marathon series in Germany SportScheck also organises today, amongst others, the largest material test in the Alps, the GletscherFestival, held in Austria’s Stubaital, with 3,500 winter sports articles and some 25,000 visitors. The OutdoorFestival in Italy’s Molveno and its 13 different sports is considered the most diverse outdoor event in the Alps.

## European team champions

Scheck employs 1,600 people Germany-wide. Some 400 people work

at the headquarters in Unterhachingen.

The team includes numerous professional sportsmen and athletes such as the European wakeboard champion, Dunja Oppelt or Frank Emmelmann, European Champion and for 29 years the record holder over 100 metres. He is the specialist consultant at the SportScheck branch in Magdeburg.

“Sport is a lifestyle”, says Stefan Herzog and he, too, does not want to leave customers alone with the sports equipment once they bought it. One should not only have to want to sell sports equipment, but also offer training on how to use it, that is part of a perfect set-up. “Here, you get more than you buy”. And that is a promise to customers. Performance diagnostics on offer at the branches also follow this maxim. Professional sport scientists establish with the help of, for example, a breath analysis the fitness level of the customer and work out an individual training plan, which includes telephone coaching.

The over-sized multi-media walls at the flagship store point towards what customers can expect at SportScheck. “We make our business available to customers – no matter who they are”, explains managing director Guido Jaenisch. Starting from the inventory at the branches which can be viewed online, to location-based exclusive service offers based on GPS-positioning data from the Smartphone, to non-cash payments using a QR code via the mobile phone – SportScheck is state of the art.

By switching the system architecture to SAP and changing logistics to be handled by the specialist, Fiege, one of Europe’s leading fashion logistics providers, same-day delivery will soon also be possible at local branches. It is SportScheck’s vision to be the leading address for all those who



# Get ready.

want to live their sportive passion. Sport-Scheck has been crafting this passion in their customers' minds for 68 years. And that unites.







On the Day of Logistics, the bobsledder Francesco Friedrich (centre) and bob sleighing legend, Wolfgang Hoppe (front right) answered questions from winter sports fans while in Erfurt.



# Bobsleighting meets logistics on the Day of Logistics in Thuringia

Over 300 people interested in logistics headed to Fiege's Mega Center Apfelstädt near Erfurt on 10<sup>th</sup> April. While at the Day of Logistics, visitors gained insight into a logistics centre specialised in online trading.



**Y**et the Day of Logistics organised by Bundesvereinigung Logistik (BVL) was to bring supply chain operations closer to visitors. The goal is also to arouse enthusiasm in people for a professional profile in the logistics industry and thus to sharpen the industry's profile. The personnel manager, Christian Heym as well as project manager, Sascha John answered the questions of visitors about the logistics facility in Erfurt regarding professional possibilities, projects at the Mega Center Apfelstädt and expectations of future employees.

Many visitors turned out to be avid winter sports fans as the round of talks that followed with the bobsleighting sports legend and national coach, Wolfgang Hoppe and one of Germany's current top bobsleigh stars, Francesco Friedrich (youngest

two-man bob world champion in the world), showed.

The lively discussions covered topics like bobsleighting technicalities, victories and losses, daily training routine as a top athlete and the more recent, rather disappointing Olympics in Sochi.

The bob on display allowed visitors to try for themselves what it feels like to squeeze into the surprisingly tight hull. The winner of the following prize draw can look forward to zooming down the bobsled run with a partner in Oberhof in autumn of this year, with Wolfgang Hoppe by their side. No later than after this event did the visitors realise that the region of Erfurt, in addition to its reputation as a winter sports capital, has also reached a top spot as an in-demand logistics region over the past years. ●

Many interesting things were presented to visitors of Fiege's logistics facility.





# Interconnecting science and practice

The fact that interconnecting logistics companies has always carried major relevance is obvious. The economic development over the past years which is marked by an intensive collaboration between Germany and China, further supports this trend. Examples taken from national and international co-operations of Osnabrück University of Applied Sciences equally demonstrate this.

**AUTHORS** Prof. Dr. Ingmar Ickerott and Prof. Dr. Michael Schüller

## Particulars

Prof. Dr. Michael Schüller has been a university lecturer for Management and Supply Chain Management at Osnabrück University of Applied Sciences within the university's Faculty of Economics and Social Sciences since 2005. Since 2011, he has been an honorary professor at Hefei University in Anhui Province, China.



## Particulars

Prof. Dr. Ingmar Ickerott has been a Professor of Business Economics, and here especially for Logistics Management, at Osnabrück University of Applied Sciences since 2011.



Ideally, interconnecting starts while studying, in order to draw on successful co-operations for one's professional career. With the course titled International Logistics Management China – LOGinCHINA B.A., Osnabrück's University of Applied Sciences is offering an ideal networking platform. LOGinCHINA is a co-operation programme between Osnabrück University of Applied Sciences and Hefei University (Anhui Province, China). It is based on Osnabrück's Business Economics and Management course with a focus on "Industry-specific Logistics Management". Here, students learn about the logistical requirements of leading sectors. Classes are taught in Hefei in both languages, German and Chinese, by German as well as Chinese tutors. In addition to intensive German training the programme also includes a mandatory semester abroad in Osnabrück. This opens the doors for some sixty Chinese students every year, to experience being trained as academic logisticians, acquire intensive know-





Every year, some 60 Chinese students study in Osnabrück to become academically trained logisticians.

ledge about West-European culture, the German language and naturally, Western supply chain methods. They become ideal employees for German companies operating branches in China, or Chinas companies who are in close contact with Germany.

To grant students the extensive possibility of an exchange with practice during their studies, a corporate network has been set up in Hefei specifically for the LOGinCHINA programme. The LOGinCHINA corporate network enjoys the commitment of many German, European and Chinese companies from the world of supply chain services as well as various shipping industries. In

### A group of five members

terms of organisation, the corporate network is comprised of five members: Hefei University, Osnabrück University of Applied Sciences, An-

hui Logistics Association (ALA), Anhui Logistics and Purchasing League (ALPL) as well as Bundesvereinigung Logistik (BVL). Germany's logistics association, the BVL, has been operating one of three Chinese chapters in Hefei since 2012. In China, a close co-operation between universities and companies is still in its infancy. University education tends to focus on theory and is not so much application-oriented. To this extent the LOGinCHINA corporate network is a novelty. Students have greater possibilities to find internships, project and bachelor themes in practice. On the other hand, corporate representatives make the acquaintance of students at an early stage and can focus on promoting them or specifically accompanying them during their studies.

In the long run, the LOGinCHINA corporate network is not only to enrich the life of students, but also increase the logistical competence of network members. This is guaranteed through special events such as company tours or specialist lectures. One

focus here lies on the professional exchange between supply chain managers and students. Further education measures for supply chain managers from companies affiliated with the network are also planned.

Osnabrück's University of Applied Sciences does much more than merely promote the networking idea be-

### A union of logisticians

tween theory and practice in China. Even for the Osnabrück – Münster – Bielefeld region, it has become the co-initiator of the Kompetenznetz Individuallogistik (KNI). Kompetenznetz Individuallogistik e.V. is a union of different logistics companies, universities of applied sciences and public institutions in the Osnabrück – Münster – Bielefeld region. KNI's goal is to strengthen the perception of this logistical region from the inside out, to trigger people's enthusiasm for >



One semester abroad is mandatory for Chinese students.

logistics and further expand existing co-operations amongst the network's protagonists.

The logistics companies based in the region, including Fiege, are specialised in developing individualised supply chain concepts for their customers' requirements. And in doing so they lend a particular profile to the logistical region between Lower Saxony and North Rhine Westphalia in addition to giving the Kompetenznetz Individuallogistik its name.

Started in 2011 initially as a loose (meta) network, the KNI was officially registered in 2013 in order to better

Osnabrück University of Applied Sciences, has since been in charge of the association's honorary activities. During the first year, 51 members, including Fiege Mega Center Logistik GmbH Ibbenbüren, joined the association.

The prominent activities of the KNI network include annually-staged events such as the Logistics Dialogue for around 80 logistical experts; the "Night of Logistics" with some 300 pupils and students as well as the "Aktionstag Logistik" dedicated to the broad public on topics such as Training within Logistics; Drug Abuse Prevention and Traffic Safety. The specialised logistics group of Osnabrück's University of Applied Sciences promotes with great diversity an intensive connection between the university and companies as well as public institutions within logistics – at national as well as international level. It thus lives up to a request that has been raised for years by philosophers of science, to ideally transport innovations in a knowledge society through networks. ●

## Intensive interconnection with logistics

organise the diverse duties and events. A five-man board on which Prof. Dr. Ingmar Ickerott represents

# Contract extension with Callaway Golf

It marks the continuation of a successful co-operation: The Fiege Group will continue to process the logistical handling of the Chinese operations for the golfing equipment manufacturer, Callaway Golf. With this step the American company confirms its seven-year co-operation with the logistics specialist.



**F**rom a classic golf club to golf balls and other accessories, Callaway offers the full gamut for all friends of this fascinating sport. Fiege Far East stores on an area of 1,000 square metres around 400 different articles which are delivered to retailers in the People's Republic of China via the distribution centre in Shanghai. The logistical services rendered for Callaway include the receipt of the goods from USA, UK and Hong Kong; quality control and price labelling as well as attaching safety labels; picking the desired goods once delivery has been ordered as well as the actual delivery. Fiege Far East have convinced customers since 2007 with constantly improved supply chain services at the highest level and excellent quality, so that Callaway honoured the logistics company Fiege this year as a "Best Supplier". "Fiege's outstanding performance in the past has led us to the decision to continue this productive and efficient co-operation for years to come", is how Callaway explained their decision.

And Hannes Streeck, CEO Fiege Far East, emphasised the trustworthy customer relation: "Our long-stand-

ing co-operation enables the consistent optimisation of operational process flows. We guarantee a reliable handling of the business, innovative impulses as well as the flexible handling of individual requirements. The award is an expression of us meeting our high standards."





# “Hello Beijing, Greven here!”

Over the past years, the Fiege Group has developed its considerable competence as a full service e-Commerce provider. The Greven-based logistics company has now also designed a solution inherent to the special requirements of electronic retailing in China.





**F**iege Far East has been up and running as an independent business unit since 1981 already. In the meantime, the number of locations in China has risen to twelve. The most recent assignment was to take over the warehouse operations and logistics for Bosch Automotive Diesel Systems in Wuxi. Fiege has to-date been represented in the People's Republic of China with a focus on classic business fields such as air & sea cargo, solutions for supply chain and suppliers management, production supply and aftermarket logistics, i.e. the supply and procurement of spare parts and exchange parts.

### **Growth market online retailing**

Since autumn 2013 Fiege customers in China can also benefit from eCommerce solutions for online trading. This means: all invisible yet vital processes between the customer buying something at the online shop and the delivery of their purchase to their doorstep are taken over for the customer. The offer includes warehousing, i.e. warehouse, logistics and returns management plus the transport

and order management, customer services (customer support for various communication channels, from mobile phone to chat), debtor management for collecting outstanding amounts, payment (organisation of safe payment channels), risk management (risk assessments for specific target groups) and Key Account Management which provides an overview of the business, inclusive of assessments of sales channels and buying behaviour.

"The practical thing about Fiege's eCommerce system is its modular structure. For example, customers can book either the full package or choose individual modules only and integrate these into their own system", explains Felix Fiege. The great-great grandson of the founder, Joan Joseph Fiege, is jointly with his cousin, Jens Fiege a member of the board of the large contract logistics pioneer. The company has now been in family hands for the fifth generation with them.

### **Shop operators require a licence**

Even China is witnessing a change in consumer behaviour, which proves >



to be a challenge for logistics. "More than 560 million Internet users and 242 million online shoppers already live there. Naturally, our customers who serve or intend to serve this market also notice this. However, eCommerce in Asia works totally different from eCommerce in Europe. It's no use to simply come up with a Chinese Website alone. Which is why we have decided to focus on offering our know-how primarily here", so the summary of Marcus Gropp, head of Sales & Customer Management eCommerce. Just where those challenges lie, Elisabeth Broering explains. She is a Key Account Manager Fashion & eCommerce at FiegeFar East and the contact partner for the new service offer: "The laws in particular are different. Those wanting to trade online in Europe can practically start right away. In China, on the other hand, very strict controls are in place. The retailer needs a licence and also a physical service point on site. Consumers in Chinese conurbation areas are very familiar with eCommerce and mCommerce. They communicate about products almost exclusively on the Internet, obtain very specific information from other consumers and are generally very demanding in terms of service and competence of customer service agents." In China, virtual market places are highly valued, such as Alibaba's Taobao. When setting up a shop, one has to also showcase ones merchandise on these market places. The decisive point is also how the order, payment and delivery is made. Here, too, the structures differ compared to those in Europe. Elisabeth Broering gives a simple example: "In Germany, the supplier can leave a parcel without difficulties with the neighbour. Even though in general it is possible in China to have a parcel delivered to work or the flower shop, there are traps. For example, leaving the parcel

with the neighbour might prove tricky as you practically 'impose' on them. One has to be aware of these cultural differences." Also, the differences in running times between the big cities and rural China are at times extreme. This must be taken into consideration when choosing the (returns) warehouse structure in order to be able to credit returned goods as quickly as possible to the Chinese customer again.

### **Deliver first, then pay**

A further decisive point is also the different mentality when it comes to paying. "In Germany, most customers appreciate invoices; in China, cash on delivery rules – the goods are only paid for when you hold them in your hands. The Chinese simply trust the COD method more", adds Marcus Gropp. Every customer who intends to go into business in China is given a tailored solution from Fiege, depending on their needs – implemented with local partners on site. Users of individual modules already report on their success. Just how particular such solutions can be, the eCommerce expert explains with the help of a customer in the European market. Bierbaum-Proenen, a maker of professional attire in Cologne, had booked Fiege's full eCommerce package inclusive of special solutions before going live with its online shop in Germany and Austria at the end of 2013. "For Bierbaum-Proenen a special sorter solution for flat textile goods, the pouch sorter, was developed which we adapted perfectly to the company's logistical flows. This solution handles business-to-business orders as well as deliveries to private customers from a single inventory. The solutions for our Chinese customers could be just as individualised." ●





Cutting-edge refrigeration technology keeps products cool in a temperature range between 2°C and 8°C.



The red hoses inside the cold houses secure a steady flow of turbulence-free cold air.

**T**he continuous growth of customers from Europe and USA at the warehouse in Münster which is specialised in pharmaceuticals consumed the capacities of the cold house used to-date. For this reason Fiege now took up operations of the larger cold house with capacities for just about 1,000 pallet spaces. This area of the cold house served as a storage so far for ambient products that require storage between 15 °C and 25 °C.

To guarantee the impeccable quality of pharmaceuticals the cold house has now been converted so that it complies with the temperature requirements for particularly sensitive pharmaceuticals of between 2°C und 8°C. Should the temperature digress from this range, the sensors trigger an alarm in the entire storage area. "In

### Sensors trigger an alarm

pharmaceuticals logistics we always have to deal with highly sensitive products that require professional storage. With regular investments we

## Expansion of cold house capacities for pharma client

The Fiege Groups has enlarged its cold house capacity at its logistics facility for pharmaceuticals in Münster in response to the increased demand from portfolio clients in the pharmaceuticals sector, one of the company's core industries.

keep the generous and modern pharmaceuticals facility up to standards which our pharmaceuticals customers expect", explains Carina Haverstreng, branch manager Fiege Healthcare in Münster. Since 1993 Fiege has been offering international transport and logistical services to the healthcare and pharmaceuticals sector.

The Fiege facility to Münster's north already served as a warehouse for pharmaceuticals under its previous owner, Wyeth Pharma. Today's ware-

house with its roughly 15,000 square metres of quality storage and logistics space was planned and built by Fiege Engineering for the pharmaceuticals company. Following the takeover of Wyeth by Pfizer the property was for sale and Fiege took the opportunity in 2011 to add the building to its real estate portfolio again. With the current expansion of capacities in Münster Fiege creates the ideal basis for further growth in the pharmaceuticals sector. ●



## “This is where we want to strike roots”

A few weeks after the start of construction at the future Fiege location Dieberg, the official laying of the foundation stone took place for the Rhine-Main Logistics Center on Wednesday, 9<sup>th</sup> July 2014.







An attentive audience followed the addresses held before the official laying of the foundation stone.

**9**0,000 square metres of storage space shall accommodate the logistics for all product groups of Pirelli Deutschland GmbH in the future. This further advances Fiege's position as a leading tyre logistics specialist.

Dieburg with its excellent transport network, proximity to Frankfurt airport as well as its general location in the heart of Germany and Europe offers ideal requirements for resource-friendly and sustained supply chain processes. "This corresponds with our objective of wanting to offer an optimal service level for our customers' supply chain with what we do and with our services", so the emphasis of Jens Fiege, member of the board of the Fiege Group.

The new multi-user centre on "Dieburger Dreieck" will be one of Europe's most modern and sustainable logistics properties. "This is where we want to strike roots. And whenever a logistician builds, you can tell their philosophy by their building", so Jens Fiege, who highlighted the company's principles of sustainability, innovation and efficiency in particular. The centre's pro-environment approach shall soon be documented by the Gold certificate awarded by the *Deutsche Gesellschaft für nachhaltiges Bauen* (DGNB).



The copper capsule let into the foundation stone was filled with the day's newspaper, coins and different construction plans.

A large share of the new building's space will be taken up by the premium tyre maker, Pirelli. But other tyre makers will also be served at the new logistics centre. Next to storing tyres, the facility will also be carrying out quality controls and mounting tyres on rims. Michael Schwöbel, Chairman of the Management of Pirelli Deutschland GmbH, equally emphasised Dieburg's logistical qualities as a top location. "We wish to guarantee to our customers that they will have the goods they ordered within 24 hours. To meet this claim, optimal and smooth logistics are indispensa-

ble and equally create a small competitive lead. This is implemented here in Dieburg", says Schwöbel. And even Dieburg's mayor, Dr. Werner Thomas reinforced the positive impulse which the new logistics centre will give to the region and was happy to welcome the Fiege families as well as the representatives of the companies in Hessian dialect as "neie Diboi-er", or Dieburg newcomers. Planning sees the first building phase to be completed at the end of 2014 for operations to start at the same time. The facility's full completion is scheduled for early 2015. ●



# Step-by-step progress for the construction of the Rhine-Main Logistics Center









# Fiege core business: Real Estate



The development, management and optimisation of logistical real estate is amongst the foremost tasks of Fiege Engineering's Real Estate team.

The newly-built logistics centre Neuss II offers around 20,000 square metres of space.



At the Hamburg-Moorfleet site the roughly 4,000 square metres-large "triangular land" was just sold.



The former site in Bramsche was cleared and brought to the market.

**T**he Real Estate Development team deals with the procurement and development of land as well as projects for the Fiege Group as well as other parties. The focus here are always the future supply chain processes, customers' wishes as well as the requirements of potential investors who value a logistical property that is built to last in a preferred location with preferably unlimited third-party usage.

Two million square metres of logistical space have already been built over the past 20 years by Fiege, placing the company seventh amongst the Top 20 project developers between the years of 2008 and 2013. Currently, three major projects are undergoing construction – Dieburg, Neuss II and Dortmund – and others are in the pipeline. Moreover, Fiege Real Estate currently supports two new construction projects in its capacity as a project developer for external clients in Lahr and Marklkofen.

In addition to Real Estate Development, Real Estate Management is one of the team's main tasks. The existing Fiege locations are supported and handled within Facility and Asset

Management as well as administration and management. The wide scope of a central Facility Management deals with larger repairs, conversions as well as site expansions and supports the entire lease management when it comes to renting and vacating logistical as well as office spaces. Other responsibilities include the purchase of energy and furniture as well as the control, optimisation and consultation of local sites within

## Three large projects under construction

the fields of quality, economising on ancillary costs, maintenance and surveillance. A major part of Real Estate Management also includes the reverse transaction and dismantling of Fiege locations as well as marketing old locations and land: For Fiege-tec the head office in Greven-Reckenfeld was enlarged by a roughly 800 square metres-large new building. The former location in Bramsche was cleared

and sold. At the GDC Berlin-Brieselang near the A10 motorway currently around 180,000 square metres of land are being brought to the market, and at the Hamburg-Moorfleet facility the roughly 4,000 square metres large undeveloped "Triangular Plot" not yet built on was sold to McDonalds.

In addition to the core business Fiege Real Estate is also involved in the research and development of sustainable logistics and real estate solutions, as seen in the EfficiencyCluster-Green Logistics project, which considers the ecological impact of supply chain processes. Also, the regular co-operation with universities and universities of applied sciences is cultivated. The close co-operation between Fiege Logistics Engineering, Fiege Quality and the various Fiege locations gives the team constant and valuable feedback, stimulating forward-minded planning as well as the permanent potential optimisation. The contract logistics business of the Fiege Group thus partners with Fiege Real Estate. ●



For Fiege tec, the head office in Greven-Reckenfeld was expanded by a new building.





## Customer service for Airbus Helicopters

Airbus Helicopters Deutschland assigned parts of its front office and order administration operations for its global supply chain customer service to the Fiege Group in March 2014.

**N**ear the Donauwörth production site Fiege processes orders world-wide for end customers and branches of Airbus Helicopter for civil aviation clients. All enquiries relating to the delivery of spare parts or repair processing as well as orders are accepted by Fiege's Customer Service team in nine different languages. In addition to excellent language skills the team members, due to the products' demanding technical properties, also have excellent technical expertise and a very good commercial training.

To guarantee the customers' individual support every team member handles a clearly defined customer base. In three weeks only after the business was assigned Fiege set up a new team as well as the successful operation of customer services for Airbus Helicopters in Donauwörth. "By assuming quality customer services we generate for our customer – especially for industries that are explanation-intensive and technically demanding like the aviation industry – precious added value. We were now able to prove that we can do this with a great

team even in the shortest time for Airbus Helicopters", explains Walter Johne, managing director Fiege Industrial.

The Fiege Group thus proved its specialisation for the solution of complex supply chain requirements and reinforced its customer service competencies. Following the formation of a joint venture with Cologne's AIC Service & Call Center GmbH in February 2014, taking over customer services for Airbus Helicopters marks a further step into this very business field. ●

# New Healthcare fleet for Fiege Zaandam

The healthcare and pharmaceuticals market is governed by laws and regulations which the healthcare and pharma industry as well as their logistics providers must comply with. The Fiege Group is one of the most significant protagonists in this market and highly experienced in this field.

**T**he recently amended Good Distribution Practice (GDP) requires all pharmaceuticals which to-date could be transported in any temperature range, to be transported in a temperature ranging between 15°C and 25°C only with immediate effect. GDP-certification is a must for all service providers operating in the healthcare and pharmaceuticals sector as it regulates processes and requirements for the distribution and sale of pharmaceuticals. Before this, there were two main temperature ranges for the storage and transport of pharmaceuticals: deep-frozen (-18 °C) and refrigerated (2 to 8 °C). Temperature sensors had to supply proof that the cold chain

## Fiege is the leading carrier for radioactive products

from the production to the point-of-sale had been maintained. All products outside of these two main temperature ranges could be transported jointly with the refrigerated products. This was a cost-effective solution as vehicles could maintain a single temperature range only.

Fiege BV in Zaandam near Amsterdam equally benefited from this practical guideline and always maintained a 2°C to 8°C temperature range for its

40 vehicles. Fiege Zaandam distributes pharmaceuticals for over 115 customers from the pharmaceutical production and wholesale sector. Fiege drivers supply chemists, wholesalers and all hospitals in the Netherlands. In addition to transporting refrigerated consignments, Fiege is also the leading carrier for radioactive products and supplies jointly with a partner in Belgium the largest distribution network for isotopes in Benelux. Renowned customers include Roche, Abbott, Mallinckrodt or IBA-CIS BIO. All vehicles designated for the distribution are fitted with GPS and temperature sensors so that the dispatcher always has the exact position and temperature at hand.

Following the amendment to the GDP guideline all vehicles must now feature two refrigerated compartments with different temperatures which must be equipped with separate temperature sensors. As the volumes transported in either category fluctuate substantially, it proved a challenge to find an economic solution which allows the efficient use of available space.

The solution which Fiege found for the two different temperature ranges produced vehicles with two cooling engines and one evaporator. These cooling engines can be operated independently of each other with different temperatures. The breadth of the

cargo compartment is separated by a flexible partition. The partition can be positioned anywhere, to cater to the number of consignments for the individual segment. A 'smart' fan has been fitted into the partition which exchanges cold and warm air between the compartments. This helps to keep temperature fluctuations during the trip and while offloading and loading as minimal as possible. ●





# Science and practice work hand in hand

In times of globalisation, increased complexity, risk and competitive pressure, innovative solutions that can be implemented within logistics are in demand. Academic research can provide solid, fruitful solutions for these types of challenges.



Team work is written with a capital letter at Münster University of Applied Sciences.

**R**esearch for practice – such is also the credo and hallmark of Münster University of Applied Science's Institute for Process Management and Logistics (IPL). The institute sees itself as a partner for mid-sized enterprises and participates within a national as well as international environment in the research and further development of the logistics growth industry and has been a co-operation partner of the Fiege Group since 2003.

The IPL is a young institute: only in March 2013 the plan was implemented during the official opening to merge the logistical competencies of Münster University of Applied Sciences's Economics faculty through restructuring. The already existing informal co-operation between various professional groups of the research and training faculty were to be institutionalised. Eight professors, seven doctoral candidates as well as multi-

ple academic staff currently form a team with a broad spectrum of competencies, thus catering specifically to the interdisciplinary character of the logistical research sector.

### Research and training success

The pallet of focal points of the IPL's research is no less comprehensive. For example, it is developing a model for the implementation of various growth strategies for mid-sized enterprises in relation to adapting their supply chain. The trend towards pursuing business co-operations and networks within logistics is examined by another work. With various ongoing and completed research and promotion projects of this type the institute can show for quite a scientific success in spite of its young age. The work frequently takes up questions of relevance to practice, and here in particu-

lar for mid-sized enterprises, processing these based on academic methods.

When it comes to academic teaching, tomorrow's logistician is supported by the IPL not only with general business Bachelor courses at Münster's University of Applied Sciences, but also with Logistics Master courses as well as the extra-occupational International Supply Chain Management course. Here, too the institute counts on practical experience. For example, within the scope of a lecture on eCommerce, a factory tour was organised in order to trace the theoretical supply chain and fulfilment models live on site.

Numerous partnerships with companies, associations and universities form the basis for the IPL's practical orientation. At regularly-staged practice forums, for example, tutors, students and company representatives exchange information about current topics from the logistics sector. >



Well-trained students are excellently skilled employees for tomorrow's businesses.





The main building of Münster's University of Applied Sciences is located in the city's centre.



## Long-standing co-operation with Fiege

The IPL as such was only formed in 2013, yet the co-operation with the Economics faculty at Münster's University of Applied Sciences with the Fiege Group has been in the making for over ten years. The co-operation started in 2003, when Fiege, jointly with three other logistics companies looking for skilled employees and junior managers, offered a foundation professorship that focused on IT in logistics. Prof. Dr. Franz Vallée, previously also working as a scientist in production planning at various logistics companies and company consultancies, was the successful candidate and took on the professorship in 2005.

Projects shared with partners are highly diverse. Within fashion logistics, a co-operation between Fiege and the IPL led to an optimisation of process-flows at a customer's central warehouse. From incoming goods to

storage, order picking, packaging to dispatch the weaknesses were located, prioritised and short-, mid- and long-term action plans were designed. Benefits were carefully weighed against costs and the impact on other aspects such as changes to the IT environment, were examined. This resulted in a quality supply chain concept for the customer from an academic as well as practical perspective.

And even the IPL's students benefit from the co-operation. In the past, numerous excursions took place to Fiege's logistics locations in Ibbenbüren, Hamburg, Apfelstädt, Worms and Dortmund. During the events staged at the University guest speakers from the Fiege Group present lectures or are present during other university events, such as the welcoming of students at the start of every semester. Additionally, students are given the opportunity within the scope of working student activities during the semester or internships during the semester break,

to enjoy a practical experience at companies.

They can write their Bachelor and Master theses in co-operation with Fiege. Quite often, graduates can join the company immediately after completing their studies.

The co-operation is therefore an advantage for both sides. The university is given vital external funds in research resources and their students benefit from the practical know-how and significant perspectives on the profession. On the other hand, Fiege enlarges its scientific expertise and is always up to date with the latest research in logistics. The recruitment of skilled logistical staff is simplified and the company acquires well-trained students with innovative, fresh ideas. "The geographic proximity between the head office in Greven and Münster's University of Applied Sciences creates optimal conditions for this co-operation", explains Prof. Dr. Vallée. And even for the future it is planned that these projects be continued: "The institute is open to many ideas." ●

## Exchange of experience on the Day of Logistics

● 50 logistics professionals visited the Megacenter Mönchengladbach during an event staged under the Germany-wide Day of Logistics campaign held by Germany's logistics association, Bundesvereinigung Logistik e.V. At the heart of the event organised by Fiege uni/serv was an exchange of experience covering innovative topics and challenges within personnel logistics. Those participating in the event – specialists from the industry, retailing and services – were given the opportunity to experience modern and efficient personnel logistics in harmony with tailored conveyor systems and distribution technology demonstrated using the European Distribution as an example. "Only those who are capable of finding a conceptual solution for the requirements in terms of qualification and recruitment of staff as well as flexibility in relation to seasonal fluctuations in the textile industry today will successfully run locations like these in Europe", explains Frank Bilenler, regional manager West of Fiege uni/serv. In addition to a tour of the company and an exchange of experience it was mainly information about the joint venture agreed in February 2014 between the Fiege Group and Work Service S.A. Capital Group that formed the focus. At the end, all participants agreed that the intensive exchange should be taken up again next year.

## Children's Day in Bor u Tachova

● June of this year saw the Fiege team in the Czech Republic participate in an event of a very special kind: all logistics providers located at the CT Park in Bor came together to arrange a fun-filled day of entertainment and activities for the families, and especially for the children. Around 1000 children and their parents flocked to the CR Industrial Park and celebrated the Day of the Family and Children. Many interesting presentations, such as a bike trial show, a juggling presentation, puppet theatre, and demonstration by firefighters and first response teams as well as an air show entertained both the children and the adults. The Fiege Team organised a special area where they had set up a puzzle of a lorry made of cardboard. The little visitors had much fun "driving" the streets leading to the "warehouse location", where they handled goods with a small forklift with plastic pedals.



### Services for the German Red Cross

The Fiege Group renders logistics services, CEP and IT order management services for Germany's Red Cross shop, rotkreuzshop.de of Deutsche Rote Kreuz Services GmbH. The Red Cross shop was set up for the associations and members of the German Red Cross in Germany. The shop allows customers to order everything from a pen to a camp bed for their work with the associations and clubs. Orders can be placed through the Web shop or by phone via an order centre. Fiege is responsible at the Großbeeren site for logistics and parcel services. The core of the solution is the IT Order Management System, which handles the Web shop's order management and takes charge of the order centre. The Fiege system equally takes charge of inventory management and dispatch.

# NEWS

## Successful emergency management during power failure

● During earthworks on Fiege company grounds in Apfelstädt an excavator damaged the location's power supply lines so severely at around 3.45 pm on 24<sup>th</sup> June 2014 that the entire external power supply was interrupted. Building services experts immediately spotted the problem and alerted energy suppliers to instantly send out emergency services. Within a few seconds after the power failure the emergency power generator kicked in, feeding the power supply for the entire location with the exception of the sorting and conveyor systems. All server units were initially powered by buffer batteries and then via the emergency power generator so that an uninterrupted operation was secured. During the entire repair period of the supply lines, operations were kept running, with few limitations only. By 8 pm already, faster than planned, the power was switched back to the main supply lines.





## Bremen wins the Fiege Soccer Cup

Fiege's annual Soccer Cup was held on 2<sup>nd</sup> August. Just as every year, last year's winners organised the tournament – in this case, the teams were headed to Barsinghausen near Hanover.

**J**ust as for the years before, having fun with colleagues from Fiege's European world was the priority so that the entire audience could enjoy a fair tournament. The excellent performance by the referees contributed to this substantially. A positive development of the atmosphere was further strengthened not only by the teams and their thrilling matches, but also the organising team of Lower Sax-

ony's football association as well as the organising team of Fiege Langenhagen, which had given it their all in preparing the Soccer Cup. With the weather meaning well, a total of 26 teams from six different European countries – Germany 19, Poland 2, Hungary 2, Belgium 1, Netherlands 1, Czech Republic 1 – vied for victory. With matches that were a fine display of technical excellence and which demonstrated a tremendous eagerness

to win, these teams qualified for the semi-finals: Fiege Logistik Bremen, Fiege Logistik Neuss Team1, Fiege Team Hungary and Fiege Logistik Hanover. The semi-finals produced Bremen and Neuss as the winning teams. Fiege Team Hungary managed to come in as a successful third. The team from Bremen deserved winning the cup, making them the winners of this tournament. Thus the Fiege Soccer Cup 2015 will go to the river Weser. ●

### Fiege Westphalia Cup in Greven

A Worldcup-like football atmosphere could also be sensed in Greven. During the third Fiege Westphalia Cup employees and customers ran, kicked and headed to win the highly coveted football cup. With the aim of scoring as many goals as possible, 14 employees and customer teams started out on 28th June 2014 at the sports arena of the SC Greven 09 to win the title for their team. The many fans, friends, colleagues and family members that had come along supported the players from the sidelines and created an exuberant atmosphere. With matches played lasting ten minutes each, the participating teams threw themselves with the conviction of wanting to win at the ball and showed their football-playing skills. After exciting semi-finals the Snipes and Baxter teams met during the final. Neither team shied away from giving

it their all on the field but in the end, the Snipes managed to take the title during a penalty shootout. The match for the third

place saw the team from system headquarters equally face and win against KPMG during a penalty shootout.



The winning team – the Snipes – managed to come out first against team Baxter in the finals.

# Focusing on health

“The health of our employees is a priority. The budget for this is unlimited!”. With these words Michael Suden, Executive Director Germany South at Fiege, ended his brief address following the second successful Health Management re-certification of the Worms location.



Presented the Gold seal: Hans-Dieter Flesch, TÜV, Michael Suden, managing director Fiege and Bernd Kohlmaier, AOK (from right).

Since 2009 an Occupational Health Management has been in place with the help of AOK Rheinland-Pfalz/Saarland at the Fiege location and was further expanded and consolidated over years. In 2010, Fiege received a premium certificate from AOK and TÜV for the first time. In 2012, the first Premium Re-certification was issued, a repeat recognition of the high standards in health. In July of this year, Fiege then received the second Premium Re-certification.

On the company grounds in Worms-Rheindürkheim is where the Gold seal was handed over. IDC Worms can verifiably look back at a reduction of the company's sick rate and improved ergonomic as well as organisational working conditions. The

## A life-saving idea

An idea was born at the Dortmund site which – possibly – saved a human's life: All employees were asked to give a bone marrow donation in order to help the husband of a colleague who had been diagnosed with leukemia. The branch's assistant, Andrea Redenius, who had registered years ago with the German bone marrow donor registry, DKMS shared the good idea with the management and works council so as not to limit the call to the location in Dortmund, but to have all German branches join in. “The group works’ council passed the idea to the Fiege family and they gave a green light for

our campaign – and more: the Fiege family declared its willingness to pay for all costs of these efforts for all Fiege employees”, says Andrea Redenius. The willingness to have their bone marrow specified was high amongst all; in Dortmund alone, of 61 employees, 35 qualified for admission to the donor centre. “It was a great feeling that so many employees immediately declared their willingness to help. And the best thing about the campaign is that in the meantime, a matching donor has indeed been found for the person concerned!” Of course, no one knows if the donor came from the ranks of Fiege ...

## Prevention is vital

important thing here is mainly the prevention amongst employees in order to avoid absences. Micha Coeleveld of the AOK health insurance company, who has been actively co-supporting the location since 2009, equally confirms this.

A health audit checks the process flows and documentation for their sustainability and currentness every other year. The auditors of TÜV Saarland have developed their own criteria for this which is applied depending on the size of the business and the specifics on site.



## Allgemeine Zeitung

# Train furniture turned into chill-out zone

**AUTHOR** Hartmut Levermann

**SOURCE:** Allgemeine Zeitung published on 20<sup>th</sup> May 2014

**C**oesfeld. There are competitions that give social institutions the opportunity to shine. One of these is the competition “Turning old into New” by the logistics company Fiege. The idea of the two employees, Isabell Pieper and Linda Niedenzu even struck a chord in Düsseldorf. The Land of North Rhine Westphalia re-

warded it as the “Commitment of the Month”.

The task is simple, the outcome impressive: with a 300-euro budget, each team is to create something new, sustainable from something that can no longer be used. The creations from the second stage were presented by the vocational preparation courses the Coesfeld and Lüdinghausen Guild



The Möbelbrücke team presented a great project to the Coesfeld Guild of Craftsmen.



The garden project convinced with many smaller part projects which were autonomously implemented.

of Craftsmen, the Technology and Professional Training Center Münster (TBZ) and Möbelbrücke gGmbH Greven of Evangelische Jugendhilfe Münsterland, now at the Stockumer Auditorium of the Coesfeld Guild of Craftsmen.

The title of the competition was the initial catalyst. It triggered a constructive process in the groups. But even more so, as Ulrich Sokoll from Evangelische Jugendhilfe Möbelbrücke Greven told us about "his" boys: "For them it is a new chance to show what they can do. They identify with the project's idea and merged with it, found self-affirmation and experienced success."

Like Markus Wittich, who had to abandon his chosen profession as a metal worker for health reasons. He supplied his knowledge and dexterity and created with his own hands a "Smoker BBQ" from old oil drums which was to be integrated into the central meeting point. The idea was to bring the garden back to life with the interior on a small budget. And

that's how the team's minds and hands worked together to turn an existing shed with reclaimed wood into a hut, wooden pallets became furniture, a fence was repurposed as a support for a raised flower bed, old plastic containers were used as flower pots and a bath tub as a garden pond. Costs: 273 euros.

## Simple task with impressive results

The other teams also created unique things. The TBZ found itself in medieval times and for 220 euros turned a dented locker into a 1.90 mtr high giant of a knight with fold-out barbecue. And the youngsters had hardly any prior knowledge of metal working, let alone of riveting. "They managed totally on their own", so the master craftsman, Detlef Kempken. The Coesfeld Guild got along with the

smallest budget of 140 euros only and worked old roller tables into a café counter. When placing the furniture they realised that the wall did not match, so it promptly underwent a face lift with a fresh coat of paint. The team from the Lüdinhhausen Guild created a chill-out zone using old wagon seatings, which offered a picturesque panorama from the train's window. The four-man jury had a difficult decision to make. In the end, the garden project was the winning entry.

"In terms of rating, all teams were close. But Möbelbrücke of the Evangelical youth support managed to implement a large-scale project in a short period of time with many part projects. And most of it independently", is how Jens Hamann, spokesman of Fiege Logistik, reasoned the decision. For which of the three main prizes the team will opt is still not known. They can choose between a canoeing tour, a climbing tour or go-cart racing. The other participants will share the runners-up position. ●



