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FIEGE

MANN+HUMMEL

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**BREAKING OF THE GROUND FOR
THE SUPPLIERS' LOGISTICS CENTER**



FIEGE

The World of Logistics

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About us:

New markets in old Europe

Germany's logistics specialists have rung in the year 2015 with much anticipation, according to the poll conducted amongst members of Germany's logistics association, Bundesvereinigung Logistik e.V., which publishes the opinion and mood of logistics providers and the future trend in logistics every year.

The outcome was clear: new markets in old Europe are the focal point for the logistical business sector in 2015.

Europe's southern crisis countries, on the other hand, do not anticipate growth. Also – so the assumption of the logisticians – the digitalisation in logistics and the respective IT projects will get the entire business sector and enterprises moving in 2015.

This is the logistical response to new political circumstances: the crisis in the Ukraine and uncertainties in the relationships with Russia define the evaluation of relevant markets. BVL's member survey conducted at the start of the year saw 57 per cent of those interviewed state that the market in Russia and in the CIS countries will lose relevance. A rapid kick-off of the economies in southern Europe's crisis countries is considered unlikely for 2015.

Businesses place their trust primarily in Germany's domestic market, but also in countries in Europe's West and East. The economic ties with crucial

trading partners in Asia and South America are considered stable. And even Fiege is relying on its trading partners in these markets, as indicated by the many various new projects of our company.

Dieburg witnessed the first construction phase of the new logistics centre for tyre logistics go live already, and as early as April of this year, the second construction phase will have been completed ready to take up operations. In Neuss, after seven months of construction only, the second location of the Fiege Group was opened which, at the time of taking up operations, was already running close to full capacity. And Marklkofen in Bavaria saw the ground-breaking for a suppliers' logistics centre in October 2014 which will be ready to accommodate tenants in summer 2015. Once again, Fiege lives up to its claim of being a reliable partner for all co-operations this year.

Your LOGO Editorial Team ●



Contract extension with Rasch

- A successful and fair partnership in more than one way has been defining the co-operation between the Fiege Group and the wallpaper manufacturer Rasch at the Ibbenbüren facility for years now. Since 1996 already, logistics has been successfully handled for the Bramsche-based wallpaper supplier at the Mega Center: during those years, Fiege proved to be a reliable partner who took up the customer's wishes and integrated them into the logistical solution. The two companies, Fiege and Rasch now agreed to further extend the contract laying down their co-operation which had been advanced especially by Manfred Brosda, managing director of Gebr. Rasch GmbH & Co. KG, and Günter Westrup, CEO Mega Center Ibbenbüren – both of whom are “men of the very first hour”.

NEWS

Falken Tyre Europe received an award.

Falken Tyre Europe wins VRÖ Award

- For the first time since the company's formation the Japanese tyre brand, Falken Tyre Europe received the award from the Austrian Association of Tyre Specialists, the Verband der Reifenspezialisten Österreichs (VRÖ) in the category of passenger vehicle tyres. The tyre's product quality, the price and discount policy as well as deliverability of all tyre dimensions were honoured – an accomplishment which Fiege contributed towards with its logistical solutions for Falken Tyre in Austria.





A story of success and innovation

● A central reason why Germany escaped the economic and financial crisis relatively unscathed is its economic backbone: the success of family-run companies. From world market leaders to successful mid-sized enterprises in niches, to small handicraft businesses: over 90 per cent of Germany's businesses are in the hands of families. And many of them contribute significantly towards "Made in Germany" becoming and remaining an internationally-recognised quality seal over the years. The two publishers, Andreas Schober (Board) and Lutz Goebel (President of the association "Die Familienunternehmer – ASU") delve deeply into the history and the inner life of many companies. For this, a team of authors travelled across the Federal Republic of Germany and held intensive talks with entrepreneurs such as Fiege's leadership duo, Jens and Felix Fiege, the founder of Butlers, Wilhelm Josten or the sports enthusiast, Franz Ziener. The result is a book which not only offers an informative cross section of Germany's entrepreneurial landscape, but also proves that five centuries of industrial history can be quite entertaining.

After only seven months of construction the first building phase in Dieburg went live.



First part of the Fiege logistics center Rhine-Main goes live

● After around seven months of construction the first building phase of the Fiege logistics centre Rhine-Main in Dieburg went live in November 2014. This brings the total number of the nine new hall segments to five, offering around 50,000 m². For the premium tyre maker Pirelli, Fiege assumes the storage, order picking and Germany-wide dispatch of products. The goal is to support Pirelli with setting up as optimal a service chain as possible. In addition to Pirelli, Fiege was able to win other tyre customers who will equally be supported at the multi-user warehouse. The second building phase which includes the remaining four hall segments of around 40,000 m² will start most likely in April of this year.

FIT project Romania

The Fiege International Team comprising eleven young Fiege employees from four countries – Poland, the Netherlands, Austria and Germany – once again shows support for a social project this year so as to on the one hand become acquainted with international project work while simultaneously helping disadvantaged people. This time, an orphanage in Romania is the focal point, which is operated by the children's charity named Rumänien e.V. "Romania has the highest number of orphans in Europe, the majority of whom are social orphans. The high level of poverty in Romania has led to almost ten percent of the population having emigrated to work abroad. The children often end up in state institutions as the families cannot afford to pay for them", explains Claudia Heuer of the FIT. The Romanian children's charity operates 13 so-called children's homes where ten to twelve children aged four to 19 live like in foster families. The children are to be raised to become independent and responsible human beings who preferably, in spite of a good education, remain in Romania and support their own country. The FIT wants to build a playground with a pavilion from donations, where children can play even if the weather is bad. Additionally, solid table tennis tables as well as, depending on the donation volume, other playing equipment, shall be purchased.



The central meeting point at this year's congress was once again the Fiege booth.



31st German Logistics Congress

It is and remains one of Europe's most important annual logistics events: The German Logistics Congress. Over the years, it has become the central meeting point for Germany's businesses.

This year's motto: Complexity, Cost, Collaboration.

Spreeding logistical expertise amongst professionals with the respective PR effect and taking it directly to the broad public is the underlying thought of the three-day event in Oc-

Platform for initiating contacts and business

tober. The congress played a vital role from the start as a platform for con-

tacts and for initiating business. At no other event in Germany is the "supply chain market" as noticeable as here: since 1985 it has been accompanied by a trade exhibition where the Fiege Group was also present this year with an exhibition booth.

BVL highlights included amongst others the presentation of the German Logistics Awards to Mercedes-AMG and the presentations by various top managers. Also, the football coach and manager, Felix Magath held a paper about teamwork and discipline within football and in business.

This year once again saw many top-class applications for the German logistics award, which has never lost its attractiveness for the German industry:

"We received an incredibly large number of intelligent and sustainable projects", emphasised the jury chairman, Prof. Dr. Bernd Gottschalk during the award ceremony. During the presentation of the finalists' concepts, the concept of the Fiege Group in cooperation with a therapy product manufacturer, which came third, was also introduced. ●

Focus on India's logistics sector

Premiering at the 31st German Logistics Congress and set up for interested professionals, the International Meeting Point is where supply chain experts from Brazil, China, Finland, Greece, India, Poland, Holland, Turkey and USA explained the particularities of logistics in their home countries.

the logistics industry and for which solutions have to be found. In his paper he also took a look at the growth and the main growth drivers of the supply chain industry and gave a comprehensive overview of India's logistics sector:

logistics is the backbone of the economy and secures the efficient and economical material flow which other sectors build upon. India's supply chain sector is developing drastically. The interaction between infrastructure, technology and new service providers will show whether the industry is capable of assisting its clients in lowering supply chain costs and offering effective services. In spite of a weak economic situation the logistics and warehouse industry continues to grow, largely due to the growing retail trade within eCommerce and within the manufacturing industry. Expectations are for the global supply chain sector to grow between 10 to 15 per cent between 2015 and 2016. To achieve this growth, the logistics industry must face some major challenges. >

The presentations provided a totally new perspective on logistics and about supply chain management in today's times to the listening audience. Christian Herzog, Vice President Apollo Fiege Integrated Logistics Ltd., has been living and working in India for some time now. He presented a paper about the key challenges for



Christian Herzog held a highly-informative presentation about India's supply chain market during the Logistics Congress.



It is crucial for India's infrastructure to improve.

Challenges

One of the most critical challenges is the inadequate integration between transport networks, information technology (IT), warehousing and distribution facilities. A distinctive example here is the fact that 40 per cent of perishable goods do not reach the shop in time before expiration of their best-before date.

There are trading regulations at many levels which are imposed by national, regional and local authorities. These regulations often differ from city to city, hampering the creation of national networks.

Labour in the 3PL sector as well as in the manufacturing and retail sector tends to be poorly trained in practice in such fields as IT, distribution and warehousing as well as at the senior strategic level. The lack of organisation in India's logistics sector paired

with the fact that this is a workforce-intensive industry, in conjunction with missing training facilities has led to there being only few specialists within management and customer service. IT standards are also absent. The system integration and system landscape are both insufficient.

Inadequate facilities and a weak management are responsible for high losses of, damage to and deterioration of stock, especially perishables. A further issue is the lack of special equipment, e.g. cold storages and refrigerated containers.

Even though not only practitioners, but even academics are increasingly becoming aware of the relevance of logistics and of the supply chain, this area still receives little to no consideration in terms of research and development. Only if research and development are ultimately considered a priority is it possible to identify and eradicate weaknesses.

Solutions

Improvements to the infrastructure should be given special attention for the logistics industry to flourish in the industrial nations. One focal point is the construction of top class road networks, integrated railway corridors, modern freight facilities at airports and the creation of logistics parks which are given the status of a special economic zone (examples: The Golden Quadrilateral / Delhi – Mumbai Industrial Corridor).

Changes to the trading regulations: The Indian government is currently pushing the implementation of the GST, a tax on goods and services. With the introduction, which is planned for 2015, the tax could be fully implemented by 2016. The GST applies India-wide and replaces legal regulations and agreements at state level.

Establishment of training facilities: in order to close India's qualification gap, training facilities are required. Such advantages must be implemented which are the result of Best Practices in logistics for companies so that the service quality within the sector in general can be improved. The goal is to fill training gaps not only for newcomers but also for managers, which could be facilitated by specialist courses while and after studying, each with the focal point on operations and Supply Chain Management.

Improvement of the warehouses: good warehouse facilities are a crucial element for the growth of the logistics industry. By increasing transports for perishables those agencies dealing with logistics will have to apply major attention to the improvement of warehouse facilities. Warehousing must equally take into consideration the changing dynamics in JIT production as well as in the global procurement and in new sales and distribution models.

Support research and development: The emphasis on research and development is a crucial element because it advances the use of

existing technologies, rendering the industry more competitive while upgrading service at the same time. ●



Traditional family celebration in Shanghai

Every year, Chinese companies, including Fiege Far East in Shanghai arrange for their employees and managers to come together for a traditional family celebration before the start of Chinese spring festivities, to ring in the New Year and thank all employees for their work. This year saw 55 Fiege employees participate in the festive dinner at the Yuyuan restaurant in Shanghai on the Cool Docks. After dinner and a few addresses by the management, the best employee of the year was honoured and the company's jubilarians were recognised – all in all a successful evening for Fiege Far East.



Employees and the management of Fiege Far East in Shanghai came together for the traditional family celebration.

Gala 2014 – around the world with Fiege



Fiege Gala, take twenty" kicked off the evening of the 23rd October in Berlin, when the Fiege Group had invited numerous guests from amongst their customers and partners to the Spiegelpalast. For 20 years now, this great gala is celebrated with many friends of the company at the Bar jeder Vernunft on the evening of the second day of the German Logistics Congress – a highlight not to be missed! Time for an exchange, to have a conversation away from all the demanding issues talked about at the congress – to say hello here and there and to enjoy culinary delicacies from countries far far away

while passing through the world of Fiege: this is the new and vivacious concept of the Fiege Gala which turned out to be very well received once again this year. The hot rhythms created by the Acoustic Pilots with the contrabass, guitar, saxophone and singing created an excellent rock'n'roll sound of the 50s, 60s, and 70s mixed with cover versions of modern classics in rockabilly style as well as standards, blues, soul and swing. As always, there was something for everyone! And just on the side and in a relaxed manner new networks were formed which surely will continue beyond the gala evening. ●





Peter Scherbel, Werner Fischer, Dr. Regine Fischer, Jürgen Baldewin.



Petra Venneker, Jan Dünzelmann, Michael Schwöbel, Heinz Fiege, Albert Venneker, Uschi Fiege.



Katrin Thomas, Christina Fiege, Felix Fiege, Mathias Thomas Ruthekolck, Andreas Meisel, Charis Choi.



Hannes Streeck, Annika Fiege, Jens Fiege, Karsten Schütt, Dr. Karl-Rudolf Rupprecht, José Mauro Pelosi.





Delicacies from around the world were prepared at the individual cooking stations while the guests looked on.



Lilli Schiebur, Kay Schiebur, Bernhard Metzger, Dr. Stefan Kurrle, Marc-Stephan Heinsen, Heidi Koch, Thomas Knopf, Karl-Heinz Czauderna.



Dr. Hugo Fiege, Lisa Fiege, Margit Flechsenberger, Dr. Dieter Flechsenberger, Prof. Dr. Raimund Klinkner, Prof. Michael Schenk, Hartmut Ostrowski.



AIR MAIL



Margarete Hamm, Klaus Hamm, Elke Delfmann, Prof. Dr. Dr. Werner Delfmann, Michael Deitmer, Alfred Messink.



Anna Hofmann, Brigitte Töpfer, Frieder Töpfer, Jan Fiege, Malte-Maria Münchow, Nicola Münchow.



Perfect example of a successful partnership

A successful partnership between a logistics provider and a tyre manufacturer calls for a complex approach to services and a high degree of professionalism on behalf of both.

The co-operation between Fiege and Continental which started in 2003 is a perfect example of an effective partnership-based co-operation in Poland.

Fiege operates as an integrated service provider for supply chain solutions at the Polish location of the Continental Group. Within the context of operations that have been handed over, Fiege is fully in charge of all logistical services, including transport services, forwarding and warehousing. The company supports the fluidity of the movement of goods for the supply chain organised for the Polish market. "All services which Fiege renders within the scope of logistics enable Continental to concentrate on its primary activity, the sale of tyres", says Magdalena Nowak, Market Demand Manager Continental Opony Polska.

The behind-the-scenes warehouse

Continental tyres are stored at the Mszczonów warehouse, some 40 kilometres from Warsaw. The warehouse has been designed to meet the most cutting-edge requirements in terms of quality and safety. It is equipped with a gas heating, a fire safety system, automated loading docks, a ventilation system for a tem-

perature range of between 11 and 27 degrees Celsius as well as a slab-free floor with a maximum carrying capacity of 5,000 kg/m². The storage height in the warehouse is ten metres.

A CCTV monitoring system has been installed in the warehouse which monitors vehicular and pedestrian traffic, controls the activity outside and inside the building as well as the persons inside. It also serves to support the warehouse flows, especially loading and offloading of the goods. To guarantee the highest possible safety for staff and for the stored tyres, the building and the installations are checked weekly, and any potential repairs are carried out immediately. Also, external auditors perform a special check twice a year, and every five years the building undergoes a detailed inspection with the goal of eliminating all potential defects and irregularities. Additionally, there are regular building checks that are based on building code regulations.

The services chain

Continental tyres are supplied directly from the European factories and

central warehouses to the warehouse in Mszczonów. The first step at incoming goods is to create a goods receipt note using the warehouse-based computer system. Following this, the tyres are stacked by size on a labelled pallet which details the respective receipt. The manufacturer's inherent flows guarantee that the tyres are sorted accordingly on Standard Group Pallets (SGP).

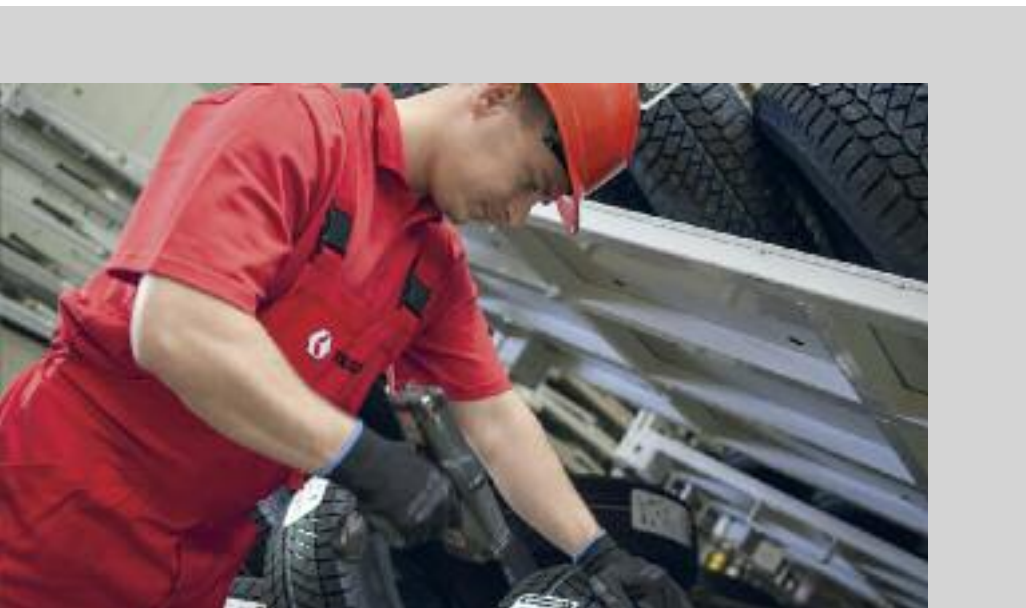
Fiege is also in charge of processing orders for Continental tyres as well as for the delivery of goods throughout all of Poland. Once an order reaches the warehouse, the warehouse system generates a note based on which the dispatch is prepared. Tyres are sent out according to the FIFO model (First In, First Out). This is based on the dispatch of products from the warehouse, starting with the unit of the goods which first reached the warehouse.

At the same time the Fiege warehouse serves as a central collection depot for carcasses prior to being sent out throughout Germany. A key stage in accepting the returns is for a supervisor of Continental's technical department to check the tyres by coming to the Fiege warehouse and after rating the carcass, making a decision as to their future use.

Warehousing conditions

The proper storage of tyres warrants a longer life plus all the parameters which the manufacturer vouches for. In connection with this the conditions at the warehouse as well as the type of storage must meet strict requirements. The warehouse in Mszczonów is kept clean accordingly, is ventilated and the temperature remains constant. Also, tyres are not stored at the same location as fuels, oils, lubricants, solvents, acids, lyes or other chemical agents.

And even the proper storage of Continental products is relevant. The tyres are stored in specifically built SGP boxes of 1.5 metre height. Thanks to the tyre-friendly design >



of the boxes the product is protected against potential damage. There are two types of tyre storage at the Fiege warehouse. The first type stores the tyres in high-bay warehouses – up to six SGP boxes are stacked vertically on top of each other so that the SGP boxes can be distributed to other locations. The second type is a block module which equally allows for up to six SGP to be stacked vertically on top of each other. These storage models save storage space. Thanks to their design they are also easy to use and substantially facilitate ongoing operations for warehouse staff.

Computerisation of logistics

The entire flow of the supply chain services which Fiege renders for Continental is computer-aided. With a proper management and optimisation of the warehouse flows as from the time the tyres reach the warehouse to the moment when they leave again, the Wamos system (Warehouse Management and Operations System) takes charge. This system automatically posts documents and manages

the offloading points and the storage locations. Also, staff monitor the smooth flow of IT processes. Many employees have been providing supply chain services for Continental since the day the contract was signed, which means for eleven years now. In order to guarantee a steady and high quality of service, Continental organises annual product trainings.

Flexibility of orders

In light of the large sales volume for tyres and the seasonality of the orders the logistics provider must prove to be highly flexible. Thanks to the process optimisation of the supply chain, it is possible to plan effective supply chain solutions for Continental even during peak selling times. Currently wholesalers are not interested in a large warehouse stock and expect suppliers to carry out orders fast. The long-term collaboration paired with the experience which Fiege and Continental jointly gained make it possible to guarantee a fluid processing of orders and maintain the respective availability of goods throughout the entire year.

“Supply chain services for a customer of the tyre industry is not easy as it is a highly seasonable business. This is why we are proud to meet the set goals in terms of punctuality and regularity of orders for Continental”, says Iwona Grzelecka, head of the Fiege customer services department. “Our long-term, by now eleven year old collaboration with Continental Opony Polska results from the trust which the company has in us, as well as the high quality of service which we offer”, she adds.

The standard of success

The standard of success of the collaboration refers to two parameters of effectivity: punctuality and flawlessness, i.e. accurate delivery. Every month, summary reports are compiled. Thanks to this comprehensive analysis the logistics provider is able to name the level of effectiveness of the applied supply chain solution and to establish the strengths and possibly key areas for improvement. ●



A second location in Neuss

After seven months of construction the Fiege facility Neuss II was officially opened on 24th September 2014. In spite of some aerial bombs which had been found on the premises, the warehouse was completed as scheduled in July 2014 already.



Cutting the ribbon: Jan Fiege, Director Fiege, Frank Preißner, managing director Vorwerk Elektrowerke, Dr. Jörg Geerlings, deputy mayor of Neuss, Olaf Hügelmeyer, managing director Fiege Logistik Wuppertal, Thorsten Ullrich, Württembergische Lebensversicherung AG.

A warehouse with 20,000 m² of logistics space has been built on the new 32,700 m²-large property. In addition to the roughly 1,800 square metres of mezzanine floors which also include offices and recreational spaces, a 2,100 m²-large fitted steel platform has been set up. Order picking and packing activities will be performed on and below this platform. The new location offers jobs to some 130 people. Fiege was able to win the Württembergische Versicherung insurance as the financial partner for this project. The investment volume totals around Euro 17 million.

“We are convinced that Neuss is a new top supply chain location in Germany. The Rhine-Ruhr area is one of the champions amongst German logistical regions. Within a 100 kilometre radius it is possible to reach 16 million people, and within a one-day truck ride, 40 per cent of the EU population”, explained Jan Fiege, Director Fiege Real Estate Development, during the opening ceremony. Following the recent opening Fiege operates logistical centres in Neuss with a total surface space of roughly 70,000 square metres. The Rhein-Ruhr logistics Neuss II, offers roughly

100,000 square metres in space and is managed partly by Fiege and partly by Techno Cargo Logistik GmbH & Co. KG, a joint venture between Vailant and Fiege.

Neuss II was already running almost at full capacity at the time of the opening. Once Fiege had made decision in response to the positive customer trend and the good infrastructure in Neuss, to establish a further facility the existing customer, Vorwerk addressed Fiege in spring 2013 with plans for the new construction in Neuss. Following these talks, Vorwerk developed within the scope of the Supply Chain Center Europe (SC-CE) project a concept which examined the relocation of the distribution logistics from Wuppertal to Neuss. As the logistical spaces in Wuppertal were needed at the time for the expansion of Vorwerk’s production, the concept was implemented.

This made Vorwerk the main customer at the Neuss II warehouse facility, taking up over 60 per cent of the area. For Vorwerk, Fiege develops distribution logistics for France, Austria and Germany using Neuss as the starting point, even with individual packages for end-consumers. Other countries are supplied from Neuss II via decentralised warehouses. Equipment and accessories are sent out to end customers, demonstration devices for specialist advisors as well as spare parts for service centres and decentralised warehouses. Fiege also handles returns logistics for Vorwerk.

Vorwerk is the key client

Overall, Fiege picks and sends out for Vorwerk roughly two million packages of all sizes every year. This development is a further step in the business relationship between Vorwerk and Fiege which started out in 1996. The remaining space is almost fully taken up by another existing client of the consumer goods industry. ●



Facts + Figures Mann+Hummel

Mann+Hummel is a globally leading expert for filtration solutions and development partner and series supplier to the international automotive and mechanical engineering industry. In 2013, a workforce of 15,200 at over 60 locations generated sales world-wide worth Euro 2.7 billion. The group's products include, for example, air filter systems, suction systems, liquid filter systems, interior air filters and plastic components for sound design, so-called Symposers, as well as filter elements for vehicle servicing. For mechanical engineering, processing technology and industrial applications the product portfolio includes industrial filters, membrane filters for water filtration and filter installations.

Breaking of the ground for the suppliers' logistics center

The first excavation marking the construction of the new Suppliers' Logistics Center of the filtration specialist, Mann+Hummel has been completed: the ground-breaking in Marklkofen, Lower Bavaria on 21st October 2014 in the immediate vicinity to the production site sealed the new partnership between Mann+Hummel and Fiege Industrial Logistics.



Breaking of the ground: Peter Scherbel, Director Fiege, Hansjörg Herrmann, Group Vice President Operations, Mann+Hummel, Bernhard Wimmer, works management Marklkofen, Mann+Hummel, Werner Bumeder, Second District Administrator of Dingolfing-Landau and Peter Eisgruber-Rauscher, mayor of Marklkofen.



Peter Scherbel and Bernhard Wimmer emphasised in their respective addresses the particular challenges that came with the concept.

Fiege will be taking over the construction and operation of the new centre which will offer approximately 33,000 square metres of warehouse space. The building's dimensions are 224 metres by 133 metres by 14 metres in height. The investment total for the construction projects amounts to around Euro 20 million. Presumably as from summer 2015 onwards, bought-in parts and partially assembled parts for the production of Mann+Hummel will be stored in Marklkofen.

"The breaking of the ground marks the start of a new partnership which we look forward to. The Marklkofen construction project is not only an agreeable further step for Fiege in Germany's south; instead, taking over the extremely sensitive industrial

production logistics for Mann+Hummel is proof of the performance capabilities of the solutions created by Fiege Industrial Logistics", so Peter Scherbel, member of the board of the Fiege Group.

The construction of the new logistics hall will not only increase the capacity from 15,000 to 20,000 warehouse units. Even the flexibility and materi-

Sensitive industrial production logistics

al availability will be significantly upped. Connecting the new warehouses with the existing factory will be largely handled by a driverless transport system (DTS) and shuttles.

Fiege's concept aims towards consolidating the material for Mann+Hummel at the new warehouse and dismantling the exterior warehouses as well as the space at the production grounds used for storage up until now. These measures reduce future truck transports at a scale of around 42,000 transport kilometres per annum.

"The planned Suppliers' Logistics Center forms a vital element in the optimisation of our factory structure and as a result will contribute significantly towards the much needed material flow optimisation", says Bernhard Wimmer, works manager Mann+Hummel in Marklkofen. "Moreover, with the help of the centre, the pollution in the area from truck traffic will be clearly lowered."



From Ludwigsburg into the world – Mann+Hummel filters

From a local manufacturer of textile air filters to a globally-positioned group with more than 15,000 employees – little did Adolf Mann and Dr. Erich Hummel know when they formed the Mann+Hummel filter factory in Ludwigsburg in 1941 that their company would become such a full force.

And neither did they know that they would become one of the leading manufacturers in the global filtration market, as the independent American research institute, Freedomia, established in 2014. Roughly 80 per cent of all available cars in Central Europe by now feature at least one part from Mann+Hummel.

Eventful success story

Throughout its almost 75 years of existence the company has experienced an eventful history: founded in the 40s of the past century, it was initially especially textile and felt air filters that were produced at the Ludwigsburg-based production halls. After the war the product portfolio grew – and with it the number of employees and facilities. Bit by bit, further factories were added throughout the whole of Germany, including the still operating location in Bavaria's Markl-

kofen. What only few know: from the forties to the seventies, Mann+Hummel was also active in the textiles industry under the name of Pamina Moden. And this was no accidental connection: at the time, the filter elements which nowadays are made of paper or plastic were woven like garment fabrics. In the seventies, this business unit was sold to Schiesser.

Today, the Mann+Hummel Group is represented world-wide on five continents with around 60 locations. As a development partner and series supplier to the international automotive and mechanical engineering industry, the company offers air filter systems, suction systems, liquidity filter systems, interior air systems and plastic components for sound design as well as filter elements for servicing vehicles. With regard to mechanical engineering, process technology and industrial applications the product portfolio include industrial filters as well as membrane filters for water filtration and filter installations.

From car to lawn mower

Naturally, Mann+Hummel did not invent filtering. It is nature itself which makes sure that every organism makes use of its own filter techniques which make life actually possible. However, nature by itself can no longer live up to the many challenges which modern life presents. To support nature, Mann+Hummel continuously advances its filter techniques. The company's products today ensure clean air around the world in hospitals or at airports, make cars drive faster and cleaner, are used in boats and even lawn mowers.

The product range which Mann+Hummel offers today is developed, produced and distributed via four business units: Automotive Original Parts, Automotive Aftermarket, Industrial Filtration and Water Filtration. The Group's most well-known brand is without a doubt the Mann filter. The green and yellow packaging has since been a guarantor for



Production at the Marklkofen site.

quality and service, thus reflecting an important part of the company's philosophy.

However, Mann+Hummel's strengths do not lie exclusively in the highest quality standards but also in the innovativeness and the skills of its employees. With their ideas and commitment the filtration expert has been one of Germany's most active patent applicant for years now and not only manages to fulfil the current needs of its customers, but also to meet their future challenges with innovative products today already.

Global player with family-based roots

Even though the company boasts 15,000 employees world-wide, Mann+Hummel sees itself as a global player with family-based roots. The word "family" in family-run enterprise stands for responsibility, respect

and clear standards in terms of security, further development and work-life management of the employees. The company has been trying to fulfil these standards with a future-oriented HR policy: next to company sports and a large range of internal training offers the company is trying, depending on the region, to support parents with flexible working hour models, home offices, holiday care for children or through the co-operation with local day care facilities.

Social Responsibility

Even though the founders of Mann+Hummel would barely recognise the company today – the developments described are without a doubt under the sign of what Adolf Mann and Dr. Erich Hummel wanted to create: a Group which, in spite of its market leadership has not forgotten about social responsibility and its Swabian roots. ●



eCommerce business for sporting goods



Since April 2014 Fiege has been in charge of eCommerce fulfilment for the sporting goods manufacturer, Puma. Fiege is thus further expanding its position as an eCommerce specialist for integrated, high-performance eCommerce solutions.

As one of the world's leading sports brands Puma distributes its products around the entire globe. eCommerce operations via its own online shop are becoming an increasingly important distribution channel. To guarantee a smooth flow Fiege assumes in the capacity of a full-service provider the order management, payment and debtor management, the customer service as well as the international logistical fulfilment including customs clearance and multi-carrier management. Logistics are handled centrally at the Fiege Mega Center in Ibbenbüren for 23 countries in Europe.

Be it a professional athlete or amateur: as a full provider Puma offers

From cap to sock

sportswear from head to toe. Fiege stores all flat goods, from cap to sock, as well as accessories such as sunglasses, perfume and bags. As an outfitter of international top teams in world-class football Puma also offers official jerseys from teams like Borussia Dortmund, Arsenal London as well as numerous other clubs and national teams in its own online store.





Fiege's own system solution also guarantees an efficient and safe handling of the entire ordering process. "As an internationally-operating group Puma has its very own needs and requirements when it comes to eCommerce solutions. We are pleased that, as a reliable partner, we were able to successfully implement these requirements in a very short period of time with our individualisable and international Fiege eCommerce solution", explains Marcus Gropp, member of the management Fiege Customer Solutions. ●



eCommerce services for Jack Wolfskin

All eCommerce processes of the outdoor specialist, Jack Wolfskin in Germany and Austria are being handled by Fiege since August 2014. In Great Britain, the online shop already went live with much success in April 2014.

The services of Fiege eCommerce include order management, a bilingual customer service, payment as well as debtor management and returns handling. In this context, the Fiege site in Hamburg-Moorfleet will classify returned goods, post credit notes and hand over returns to Jack Wolfskin.

The modular structure of Fiege's eCommerce system vouches for reliable and quick process flows in all areas ranging

from order management to customer service, to returns processing.

"In close co-ordination with Jack Wolfskin we developed a durable and flexible commerce system which is geared towards the individual needs of Jack Wolfskin and which secures smooth work flows. We are very excited about the positive feedback in relation to the online shop in Great Britain as well as the smooth start of the online shops in Germany and Austria", emphasises Marcus Gropp, member of the management Fiege Customer Solutions.

Fiege ensures a smooth flow of all aspects of the services.



Following Deichmann and other top brands Fiege now also serves customers of Puma

AUTHOR: Stephan Beermann

SOURCE: Ibbenbürener Volkszeitung, 29th November 2014

[Ibbenbürener Volkszeitung](#)



Fiege teams up with Puma: the Fiege bosses in Hörstel, Günter Westrup (l.) and Christoph Mangelmans (r.) present jointly with the employees, Katharina Krakowski and Ina Büscher (from left) products by the sporting goods manufacturer Puma, which leave Hörstel to head out to millions of customers throughout the whole of Europe.

Football and Formula 1 are not just a personal passion of Günter Westrup and Christoph Mangelmans. The two in charge of the Fiege Mega Center in the Hörstel industrial zone follow major sports events even professionally with much excitement.

For example, last weekend was all about the outcome of the season's Grand Prix race. Lewis Hamilton just came out as the winner when the countdown started for Fiege: whether T-shirt, jacket or cap, everything that says Hamilton will immediately be a hot seller in online retailing, also known as eCommerce. The sporting goods manufacturer Puma can barely handle the influx of orders from the online store at the moment. To ensure that the items reach the households fast and reliably throughout the whole of Europe, Puma transferred the implementation of its eCommerce business to Fiege this year.

"We have taken on all supply chain services for Puma's online shop. All merchandise ordered from Puma is picked and sent out from the logistics centre here", says Christoph Mangelmans, adding: "That is a huge success."

Success which will help to secure the continuation of the logistics centre opened over 20 years ago. Once Esprit had moved to Fiege Mönchengladbach the goal was to fill the vacated capacities anew as of 2012. "We managed to build something new and bring in new life", says Mangelmans. Instead of two major customers - Rasch wallpaper only just extended its contract with Fiege until 2021 - there is a much greater spread featuring currently 16 customers.

In addition to Puma there are further renowned companies like Deichmann, Mexx, Liebeskind, Gerry Weber, daheim.de or camel active. Over

150,000 different items are stored on the racks found on several levels across the huge halls. Additional customers would be possible. "We could create up to an additional 30,000 square metres of space, we are flexible in this regard", says Günter Westrup. Articles worth a triple-digit million figure are sent on their way from here every year. "This is Münsterland's largest department store", says Mangelmans.

To ensure smooth operations at all times, the expertise of employees is vital in addition to cutting-edge technology. Many factors determine the process, including the weather: It depends on the weather if customers are seated behind their PCs and place an order, or if they are out and about outdoors. If Sunday is a wet and cold day, many stay behind their PCs, ordering new merchandise online. And the personnel roster caters to this. Generally, Monday is considered the most important day at Fiege. That is when the orders from the weekend are in.

Yet again totally different factors may also be decisive. Even before Halle Berry presents her collection at Deichmann, Fiege has been advised and readied the matching footwear so that order picking distances are kept as short as possible. The customer's marketing calendar is tied closely to the management at Fiege. And at times, one has to be really fast. Such as was the case, for example, during the football World Cup. Mario Götze had not even kicked the ball into the opponent's goal when four-starred jerseys already filled the racks. ●



eCommerce trading with a wide reach

The successful eCommerce collaboration between the Fiege Group and Europe's largest footwear retailer, Deichmann, is growing by the year.

Since January 2012 Fiege has been handling the logistics for the German online shop of Deichmann at the Ibbenbüren facility. The particularity about this project is the reach of the online shop: Deichmann operates individual online shops for some countries and separates the underlying logistics. As a result, the German online customer is supplied from Germany, Austrian customers from Austria, etc. This strategy produces tremendous economies of scale which Deichmann exploits in co-operation with Fiege. In August 2012 already, the logistics for the Italian online shop was transferred to the Fiege site in Arese. In 2013, Austria followed with Vienna, and in 2014 Hungary with Budapest and the Czech Republic with Uzice. Fiege's tasks are the same at the different logistics centres: starting with taking on the goods, to storing and order picking, to packing the merchandise and the later handling of re-

turns, Fiege controls all processes. Dispatch orders are transmitted to Fiege by the hour and divided into two batches or order lists. One batch is dedicated to orders for a single item only, while the other is reserved for orders that cover multiple items. This significantly reduces distances as well as packaging times.

A major challenge within logistics is the relatively high turnover speed at the warehouse. Whereas other eCommerce warehouses turn around four to six times, Deichmann's stock turns around 16 times throughout the year. This prevents a classic warehouse structure that is divided into A, B or C articles as there are practically only A items.

A further particularity is that every Deichmann shoe must have the anti-theft tag deactivated before being sent out. For this, conveyor technology has been installed in Ibbenbüren which takes the item in between packaging and loading through a spe-

Facts & Figures Deichmann

Deichmann is Europe's largest footwear retailer with around 3,600 branches in 24 countries. Since its formation in 1913, the company has been family-owned. The product range nowadays includes everything from wellingtons for kids to high heels for the fashion-forward woman, from sneaker to elegant leather shoe, but also accessories such as handbags and scarves, rucksacks and caps and belts.

cial security sluice where these tags are deactivated. This conveyor technology circumvents the manual deactivation of the chip and cuts short the packaging process.

Deichmann was able to increase its delivery speed as a result of its collaboration with Fiege and equally benefits from the possibility of package consolidation due to the high number of eCommerce customers at the Ibbenbüren site. Moreover, the start-up phase for every new online shop is cut short as the know-how gained from existing business can be applied. With a considerable European commitment in 13 different countries, Fiege is thus the right partner to successfully implement this strategy. ●

RFID

RFID tag in apparel

The clothing manufacturer Gerry Weber banks on the latest RFID technology for locating and monitoring its merchandise. In co-operation with a Magdeburg-based system integrator, this innovative RFID technology from the Fraunhofer Institute was integrated at the logistics provider Fiege into Gerry Weber's transport chain in 2011.

AUTHORS: Prof. Dr.-Ing. Klaus Richter and Dipl.-Ing. Martin Kirch



In April 2014 Gerry Weber International AG received the coveted award for the “best world-wide RFID implementation”. Just as before, the international leading specialist magazine, RFID Journal honoured the successful application and further development of this technology. This honour marked the development of systems using RFID tags in garments. Be it jackets, trousers or coats, the tag combines a garment security function with the manufacturer’s care details and an electronic product code.

The statement about why the jury of the RFID Journal extended the award

read that the project had set a world-wide milestone in the use of RFID tags. The application for the entire product range within the value chain as well as the integration of the trading partners are pioneering well beyond the textiles industry. “We are only at the beginning of what this new technology can do for us and our partners”, so the content summary of Dr. David Frink, chairman of the board of Gerry Weber International AG. The group with over 425 “Houses of Gerry Weber” and more than 2,000 shop-in-shops world-wide is the first in Germany to use RFID technology for the entire process

chain which includes anti-theft protection to secure the merchandise.

RFID solutions are the trend

Such no-contact solutions are very much the trend. The 2011 RFID Monitor concludes that over nine of the ten companies interviewed intend to deal more extensively with the matter this year. 31 per cent of prospective users are based in the industry; 15 per cent in transport; and 7.37 per cent respectively in facility management and public administration.

The Magdeburg-based Fraunhofer IFF has been developing technological solutions for the logistics providers of Gerry Weber which cater to a smooth tracking & tracing of merchandise in transit via RFID technology for roughly two years now. Textile labels that are additionally equipped with an antenna and microchip form the starting point.

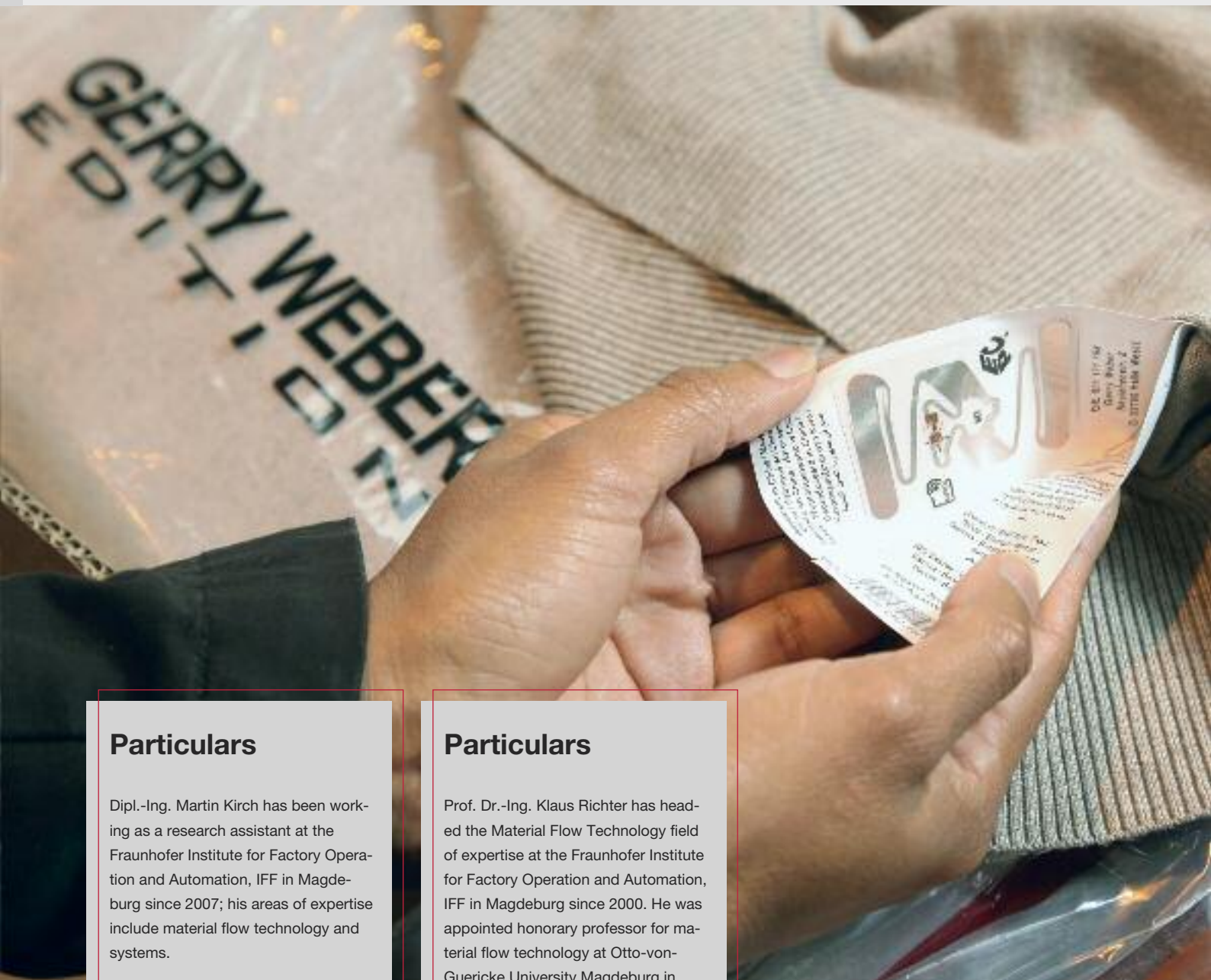
Continuous monitoring from China to Germany

At two Chinese distribution locations, Shanghai and Hong Kong is where the path of the garments labelled like this, starts. During production already, the RFID tags are sewn into the apparel. Later, after several washes, they lose their function. Packed in boxes, the garments then make their way to Germany.

An RFID tunnel helps the logistics provider to record every single garment on site in China and allocate it clearly to a box. Every shipping >



Incoming goods inspection with an RFID device at Fiege in Ibbenbüren.



Particulars

Dipl.-Ing. Martin Kirch has been working as a research assistant at the Fraunhofer Institute for Factory Operation and Automation, IFF in Magdeburg since 2007; his areas of expertise include material flow technology and systems.



Particulars

Prof. Dr.-Ing. Klaus Richter has headed the Material Flow Technology field of expertise at the Fraunhofer Institute for Factory Operation and Automation, IFF in Magdeburg since 2000. He was appointed honorary professor for material flow technology at Otto-von-Guericke University Magdeburg in 2009. He oversees the contents of the logistics-related focal point at the Galileo test field in Saxony-Anhalt.



RFID labels in garments enable the continuous monitoring of the merchandise.

box features a barcode which is scanned by hand prior to passing through the RFID tunnel. As of that moment onwards, any and all changes during transport, all the way through to the racks of the retailers, are documented in data records that have been created. One of the logistics partners involved is the Fiege Mega Center Ibbenbüren GmbH.



System “stirs electromagnetic signals”

The inside of the RFID tunnel marks the start of this technology innovation. A UHF RFID recording system from the Fraunhofer IFF is used for which a patent was issued in 2007 – the principle of mode stirring originates from EMC measuring systems, to measure with relative ease interference emissions and interference immunity with as little measurement

technology as possible. This process achieves a homogenous distribution of the field strength in the measuring chamber by continuously ‘stirring’ the electromagnetic radio waves. Applying this procedure in a UHF RFID gate in the frequency range of around 867 Megahertz means that any possible polarisation of the same field strength can be generated in a precision-marked reading field anywhere. As a result, all pre-defined tagged garments can be traced.

This system can securely read all respectively tagged items even in the most difficult of circumstances. Such a bulk detection of transponders which are firmly compacted into a box is a challenge for the recording technology used. Ultimately the goal is to safely recognise every individual transponder in any direction and position as well as exclusively by the box.

Shortfalls established in real-time

As the result of the complete recording of the entire shipping box in the country of production already, Gerry Weber increases the transparency of its entire supply chain from the manufacturer to the individual warehouses and transshipment points to every store. Shortfalls in the boxes that have been compiled by hand can be established in real time so that the stock can always be kept up to date. The Fiege Mega Center Ibbenbüren GmbH checks the incoming goods on site in Germany. The actual stock is

reconciled with the target stock. In the case of inconsistencies the boxes are opened to check the difference and if necessary, are adjusted. Following this, the shipments are compiled and handed over to the shipping partner.

Flexible technology

In the near future, additional solutions are a possibility that is based on the same principle. Not only that the boxes with the merchandise can be precision-recorded and documented at every location. Even at the shop it is possible to document the delivery through simple technology. It is not necessary to always have a firmly installed reading infrastructure. The technology can be flexibly scaled without difficulties. Tent-like reception points are even imaginable which fulfil the same task. And even a changing cabin that has the respective metal shield is an option. When handing over the merchandise, it is possible to record this in no time. Taking stock would take up only a fraction of the time used today. The future of this technology is seen highly positively at the Fraunhofer IFF. This is also because it offers a large number of additional applications next to textile logistics. Even products that were difficult to record with radio signals so far, such as bottles filled with liquids can be safely identified with the principle developed by the Fraunhofer IFF. The possibilities are sheer endless and even include an RFID tunnel for trucks. ●



The versatile development between China and Switzerland was debated by the attendees of the customer event in Basel.



New paths between Switzerland and China

“New Avenues – New Sustainability – New Commonality” was the motto headlining the Air & Ocean customer event organised by Fiege Switzerland at the EuroAirport Business Center in Basel on 28th October 2014.

The roughly 40 invitees received information on this day during many intriguing presentations about the diverse development of the relationship between China and Switzerland. Valuable insights into major changes within the economy and society in connection with international material movements were conveyed.

The customer event was opened by Felix Fiege, member of the Fiege board and Thomas Knopf, CEO Fiege Switzerland. Thomas Knopf pointed

out the relevance of the Chinese market and emphasised in particular the potential of the new free trade agree-

Ample opportunities for the logistics industry

ment between China and Switzerland which will open up many opportunities for the logistics industry, but also

unveil many challenges. Markus Warnebold, Director Air & Ocean of the Fiege Group, produced interesting background information about the venue and introduced the lecturers to the guests.

With Daniel Bont, Senior Consultant China/Hong Kong/Taiwan and ANZ of Switzerland Global Enterprise, a Far East expert continued the event afterwards. Daniel Bont spoke about the “Free Trade Agreement Switzerland-China in Practice” and showed with the help of examples what this means in particular for customers.



Hannes Streeck, CEO Fiege Far East, spoke about his personal experience in the country and explained the “possibilities and traps in the Far East”. Especially the specific examples of innovative technologies and build-ings as well as the deep insights into the local way of thinking of a fast-changing society generated plenty of “aha” moments for the guests.

Following this excursion into the Chinese logistics market the topic of “Sustainability in Container Business” was brought closer to the listeners by Michel Gadron, Sales Director

Maersk. His presentation included different innovative ways to save marine diesel, but in essence stated that genuinely sustainable solutions are only feasible through a co-operation between all companies involved in the supply chain.

Giano Carlo Alessi, head of the cargo department at EuroAirport, ended the presentation part with his paper titled “EuroAirport – Shanghai / Together into the Future”. A tour of the new cargo terminal at EuroAirport concluded the Air & Ocean customer event with fully satisfied guests. ●

CHINA
BEIJING
SHANGHAI
FASHION ECOMMERCE
NOW!
NOW!
NOW!
NOW!

“China Take-off” with Fiege Far East

An exchange of experience at eye level was offered to existing and prospective new customers during the Fiege workshop staged in Frankfurt. Whether with the help of a specific entry strategy or at the very beginning of the planning – a diverse team of experts debated jointly with the participants the potential and the risks of entering the Chinese market. China’s economic growth potential has been magically attracting foreign companies for years. In addition to rapid growth and low labour costs, it is especially the quickly growing buying power and penchant of Chinese consumers towards Western brands that convince. In order to point out hurdles and identify possible

risks, experts held papers during the Fiege workshop held on 19th November 2014 about marketing and distribution channels, legal outline conditions, supply chain management and logistical requirements as well as personnel strategies, and in the following were available to answer the participants questions.

“The Chinese market is defined by strong cultural differences as well as divergent customs and requirements within the national borders. Strategies and products that work for the European market can easily fail in China”, explained Hannes Streeck, CEO Far East. International businesses had to adjust to the changed conditions and find the right partners who are familiar with the market.



Potentials and risks related to entering the Chinese market were debated by the participants and experts of the workshop.

Maximised quality of life through sustainable construction

In the construction and real estate industry, Deutsche Gesellschaft für Nachhaltiges Bauen DGNB e.V. has been an established institution since 2007. DGNB pursues its declared goal of advancing and lasting promoting sustainable construction.





For the Rhein-Main logistics centre to be awarded its certificate, many assessment criteria have to be met.



Roughly a third of the resources consumed in Germany, as well as waste and CO₂ emissions are caused by buildings. Issues such as the climate change and scarcity of resources, as the DGNB understands them, are to be dealt with by our society rather than be left to future generations to take care of.

DGNB's sustainability concept is not only based on a classic three-pillar model which takes into consideration ecology, the economy as well as social affairs; beyond this, the planning and implementation of sustainable buildings or city districts as well as the technology, processes and the sites for new buildings are to be appraised and rated. This comprehensive sustainability concept is to become the philosophy and the need of society. The built environment is to be planned with the interest of all parties in mind and shall be implemented in accordance with the requests of those who run and use the respective property. Efficiency, sufficiency and consistency are the generic goals of DGNB. This means that the available funds are to be put to better use; resources shall no longer be over-consumed but used as needed; and technology is to be applied which is nature-friendly which the eco-system provides for.

Six categories to be assessed

When it comes to a building's certification, three different target values are defined. A building can achieve the bronze, silver or gold status and is rated in six categories: quality of location, ecological quality, process quality, socio-cultural quality and functional quality as well as technical quality.

To rate a building's ecological quality, the life cycle assessment, the risks relative to the local surroundings, the environmentally-friendly extraction of materials, the drinking water and waste water supply as well as the use of the space are rated. The economic quality is rated based on the cost within the life cycle, the building's flexibility and convertibility for alternative use as well as the general marketability. The building's socio-cultural and functional qualities refer to multiple topics, in particular, for example, the thermal, visual and acoustic comfort, the security and risks relative to the building, whether it is barrier-free, and layout qualities. The protection against fire, noise, heat and emission is part of the technical quality. Moreover, the process quality which amongst others includes the integral planning, the project preparation, the project implementation, commissioning and invitations to tender as well as the quality of the location, meaning the micro-location, connection to the traffic infrastructure, the surroundings as well as the image and the condition of the location and the surroundings, are all rated.

To rate a new building such as, for example, the Rhein-Main (Dieburg) logistics centre in compliance with the DGNB code, there are many different assessment criteria which have to be met to a certain degree. These individual assessment criteria, depending on the user profile, are rated differently. The score for reaching the set target as well as the individual rating of the criteria jointly form the specific degree of fulfilment for the six categories to be assessed. The total degree of fulfilment resulting from this forms the basis for the individual DGNB certificate.

If a building is awarded an overall degree of fulfilment as of 50 per cent, >



it is awarded the bronze certificate. And with 65 and 80 per cent respectively, the building is awarded a silver and gold certificate accordingly. However, it is not the overall degree of fulfilment or the individual measures alone which are relevant for the certificate; the minimum levels of fulfilment must be reached for the individual topics to guarantee a consistently high quality of the building.

New logistics centre by Fiege in assessment phase

The Rhein-Main (Dieburg) logistics centre is currently undergoing the assessment phase and will presumably be awarded a rating of above 82 per cent, meaning it will be issued with the gold certificate. During the building phase of the Rhein-Main logistics centre, project audits were regularly carried out. In meetings held between the DGNB auditor, the general contractor, the client and the architect the current certification status is documented and debated. To reach the level of fulfilment of the described assessment criteria it is necessary to provide for a comprehensive documentation and the submission of comprehensive records. This documentation is then audited

and in a final step certified by DGNB.

Integrated approach to complete lifecycle

As already mentioned the DGNB assessment system is based on an integrated consideration of a building's entire lifecycle. The certification rates a property's sustainability. A sustainable property offers benefits for the investor or the client, but also for the user. The economic advantage of the certification lies in the building's sustainability and thus its value being demonstrated. A sustainable building profits during the phase of use from low operation and maintenance costs. Studies also show that sustainable properties suffer from lower vacancy rates and achieve higher rents. Consequently, a certified building reaches a higher and in the long run, better market and resale value. The additional cost of the DGNB certification in relation to planning, reaches less than 0.5 per cent, and in terms of construction, between zero and four per cent. Sustainable construction therefore cannot necessarily be called a cost driver, but instead is a value driver.

Investors and clients can draw on the respective advantages such as, for ex-

ample, the long-term economic efficiency, good market opportunities, easy rentability and also, the certainty of a steady quality throughout the entire building as well as consistent relevance of economic, ecological, socio-cultural and technical aspects. In addition, a DGNB certificate offers the prospect of more favourable terms of a loan, which thus secures values and reduces risks.

Great advantages for users of a certified property

There are just as many advantages for the user of a certified property. The certification takes into account the well-being and health as well as the safety of the building's users, which minimises absences due to sickness and maximises the quality of life. From an economic perspective users profit from lower operating costs and a timely process optimisation. Also, certified buildings protect the environment as they are built in a resource-friendly manner, generate fewer emissions and also create significantly less waste. A DGNB-certified building is thus lastingly sustainable and therefore of relevance even for future generations. ●

Fiege – family-run enterprise in the fifth generation

AUTHOR: Nicole Wildberger

SOURCE: Rheinische Post Duisburg, 5th December 2014

RHEINISCHE POST



The logistics company Fiege from Greven in Germany can look back at a history of over 140 years. Everything started with a horse-drawn cart. Today, Fiege is considered a pioneer of contract logistics. The company operates around the world.

Michael Lorca, member of the Management Consumer Goods & Retail at Fiege Logistik, can barely stop grinning when being asked about the corporate past of his employer. “Naturally, we also started with horse-drawn carts, that’s just the way it was back then when the company was founded in 1873.” At the time, Joan Joseph Fiege formed a transport company as a sideline to his agricultural business. This quickly developed into a prosperous haulage company which today is one of the pioneers in contract logistics.

Fiege’s services spectrum today comprises much more than just the genuine transport of goods from A to B. “We here at Fiege are specialised in organising processes and optimising

material flows.” The company is fully specialised in value chains for materials of a variety of industries. Industrial goods, tyres, healthcare, fashion and other commodities are only a few of the industries where Fiege offers its services. The palette of these services extended to customers is comprehensive. “Tailored and individualised supply chain solutions”, is how Michael Lorca explains the topic which is currently much debated by many customers.

As a full-service provider Fiege offers, for example for different customers from the fashion and consumer goods industry so-called multi-channel solutions. These solutions combine several types of distribution in one hand, such as online and traditional retailing. As a service provider, Fiege is able to handle the full eCommerce order process for customers – from the genuine ordering process, to labelling, anti-theft tagging and payments processing, to risk management and last but not least, transport and professional returns processing. In doing so Fiege is able to perform the logistics required for both distribution channels thanks to cutting-edge IT systems from a single warehouse. “We have, for example IT-aided systems which our specialists also take care of – i.e. not only the coordination of material flows, but also information services”, explains the

member of the Management Consumer Goods & Retail.

These days, the company offers complex services of this nature not only in Germany; since the 90s, it has increasingly been offering them

Trusting and long-term partnerships

throughout the whole of Europe as well as the People’s Republic of China, and even India since 2012.

“Fiege is an independent, family-run services provider that develops trusting and long-term partnerships and develops these further”, so Michael Lorca’s summary about the corporate philosophy of the family-owned business, now run in the fifth generation. World-wide, more than 11,000 employees work actively for the Greven-based company at roughly 200 locations in 17 countries. And with this, the Westphalians generated sales worth Euro 1.4 billion in 2013: “We consider ourselves to have a solid position and will continue to grow further in the years to come with our customers’ requirements regarding optimised supply chain solutions”, so the conviction of Michael Lorca. Excellent prospects indeed. ●

For globetrotters and business travellers



● The Hamburg-based company travelite GmbH + Co. KG has been a symbol of quality luggage for 65 years. In 2012 the managing partners of travelite GmbH + Co. KG took over TITAN and formed the independent company TITAN Hamburg GmbH. TITAN is one of the world's leading brands for quality, functional yet stylish luggage. Since January 2015 Fiege has been in charge of the logistics for the products of both companies at the Hamburg facility of the Fiege Group: supply chain processes start at the Hamburg port with a container shuttle and include incoming goods, storage, order picking and various value added services, all of which lie in the hands of the experienced team at the Mega Center Hamburg. VAS include repacking activities like separating sets, tagging, price labelling for suitcases and compliance with packing guidelines. The entire packing station at the Mega Center Hamburg was re-designed for the customer. The broad product portfolio includes in addition to lightweight, solid and functional suitcases and carryalls also many accessories for the business traveller and globetrotter.

NEWS



Georg Brockhoff (r), Laurèl, Hanno Reekers, DOB and Anne Trendkamp (l), DOB handed over the donation in kind to the principal of the fashion designer college, Beate Welp-Gerdes.

Donation in kind for fashion designer college

● The Munich-based fashion label, Laurèl and the wholly-owned subsidiary, DOB Textil Service handed over a substantial donation in kind to the fashion designer college in Münster at the end of 2014. For several years now the two companies have been supporting the school with outer fabric and lining that is no longer needed, as well as with notions like buttons and zippers, from which the students of the fashion college can create DOB has been providing services for Laurèl at the Münster location for the entire value chain, from managing the raw materials warehouse to handling the finished product, to returns processing, since 2012.

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Career opportunities on the doorstep

The City of Münster and the surrounding region presents itself not only as a place for studying, but also offers good job and career opportunities to university graduates, as witnessed by the participants during the premiere of the “Marketing Master Boot Camp” in October of last year.

The joint initiative between the Marketing Center Münster, Wirtschaftsförderung and Münster Marketing is to contribute towards the students remaining in the region once their education has been completed, and for them to recognise and locate career opportunities and internationally-operating companies in the region that offer good jobs.

With the motto “Experiencing companies live from the Münsterland” the students were amongst others also invited to come to the Mega Center Ibbenbüren of the Fiege Group where they could experience logistics first hand. Martina Schlottbom, in charge of Strategic Personnel Development

at the Fiege Group, welcomed with her team the roughly 40 students to Ibbenbüren.

Experiencing companies live

Christoph Mangelmans, member of the Management Fashion & Online Retail, introduced the company and explained the functions of a multi-user centre with all of its logistical particularities.

Sonja Frühauf, junior speaker HR, provided a comprehensive overview

of the various possibilities for students during their course, from a national and international traineeships to working student activities while studying at Fiege.

Bettina Pick, responsible for the central HR development tools at the Fiege Group, introduced the various projects in Germany and Europe for young specialists and executives.

The Boot Camp student project provided a major contribution towards securing specialists and shows how important it is for science and business to dovetail further, emphasised Martina Schlottbom at the end of the event during which the visitors took a tour of the Fiege Mega Center after being divided into multiple groups. ●

Personnel development at Fiege

Retaining and acquiring high potentials is becoming more and more important in today's market environment. Competition for the excellent candidates, graduates and executives is felt more and more so that Fiege places an even stronger focus on the strategic development of human resources.

For many years now, succession planning and personnel development measures for potential candidates have been actively pursued in order to master today's market conditions. Especially Generation Y is no longer satisfied with a well-paid job alone – for them, factors like culture or team spirit are just as important. This generation seeks meaning and personal fulfilment and demands time for family and friends.

Generation Y

In sociology, Generation Y or Gen Y refers to those population cohorts whose members were considered teenagers between 1990 and 2010 approximately. Depending on the source, this generation is also called the Millennials. It is thus considered the follow-up generation to the Boomers and Generation X. The name is due to the fact that the letter Y follows the letter X in the alphabet. Y, when pronounced can be understood to mean why, also reflects Gen Y's tendency to question matters. The following generation will be Z, starting with 1999 as the year of birth.

Source: Wikipedia

Strategic personnel management

“We gladly are willing to face these new requirements. The goal of the personnel development strategy at Fiege is to tie potential candidates and help them evolve further; at the same time, we save a six-digit total every year through internal further development by filling vacancies from within the company”, says Jens Fiege, responsible director for Strategic Human Resources. “The new organisation of the business unit saw many top functions filled by employees who referred to structured HR development tools – a clear example of

the important input which these tools are providing.”

Identifying potentials

“It is the immediate superiors who are often predisposed to spot those with major potential”, explains Bettina Pick, Manager Personnel Development. Consequently, one requirement for good personnel development is good management. The outline conditions for this are defined in the corporate principles which Fiege has been implementing for over ten years. Based on these, a leadership culture evolved at Fiege which ensures that employees have a fair, de-





manding and supportive environment which opens up new perspectives for them.

The conceptual basis of the personnel development is the Fiege C.I.R.C.L.E. This C.I.R.C.L.E. was created at international HR level and based on it all countries shall now align their personnel strategies accordingly. For example, in some countries it has already become the basis for job descriptions, employment processes and development discussion guides.

The first step towards a thought-out personnel development is the annual employee assessment. Managers discuss jointly with their employees their individual need for qualifications and implement them with the help of var-

ious tools. The needs must be met regionally. A seminar or job rotation assists in the immediate implementation by the business units or the branches. In addition to regional/local programmes the Strategic HR department has various tools that serve as platforms to make potentials within the Fiege Group known. The requirements for the successful utilisation of the central tools are naturally at all times that the employee has the intention to progress.

“Within the context of the new Fiege structure we want to use our central tools to maintain an overview of the high potentials in the individual business units, so that there can be an interdisciplinary exchange of talent too”, explains Martina Schlottbom, Head of Strategic Human Resources.

Development programmes

Three development programmes form the essence of central personnel development: Fiege Junior Programme, Fiege International Team and Fiege Professional Programme. This is where potentials can try things out, prove their methodological and leadership skills and, based on a vari-

ety of routines, obtain direct feedback from members and coaches.

“Programme participants often take on a new task within a year of their participation – as a specialist, in projects, or even as a manager. It is great to see the participants work straight away with the knowledge and methods gained from the programmes and become successful with them”, says Bettina Pick, Manager Personnel Development.

International opportunities

Those who want to take the opportunity could discover exciting new jobs in different areas with Fiege at home and abroad. Job descriptions are generally offered internally at Fiege and provide especially to young developing candidates time and again the right new challenge. Since 2007, some 215 high potentials have participated in the programmes – since 2010 over 40 per cent of these participants have taken on a new task/position in the company.

The role of on-the-job training

Naturally, training also plays a major role at Fiege: as soon as a high potential progresses at Fiege, there are new opportunities for newcomers. “We attract these mainly from within our own ranks of training”, explains Martina Schlottbom. “In 2014 alone we provided training for 18 training occupations and last year’s graduates benefited from a 46 per cent takeover rate. When it comes to the dual-course students we often reached a 100-per cent takeover rate. This is how we obtain well-trained young employees who want to specifically evolve further.”

And this is where the circle comes to a close: these young newcomers are tomorrow’s high potentials. ●



Martina Schlottbom



Bettina Pick

