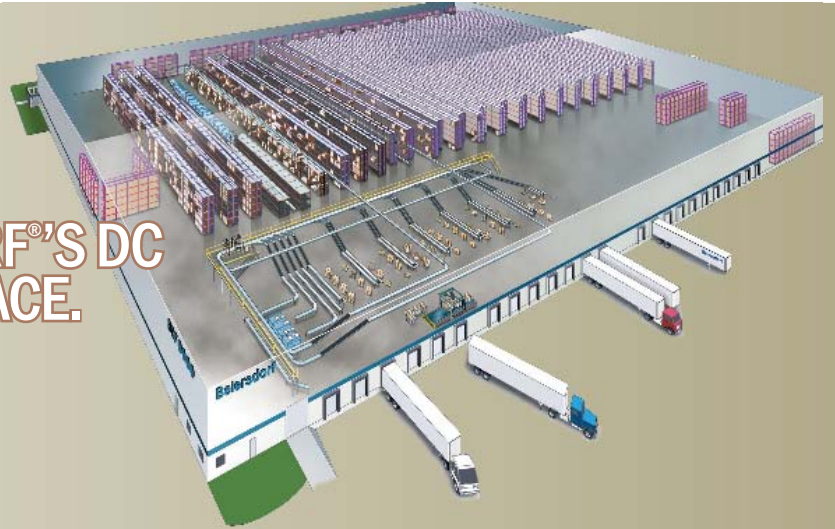


CASE STUDY

BEIERSDORF®

FORTE PROVIDED BEIERSDORF®'S DC WITH MORE THAN A PRETTY FACE.



PROJECT SCOPE

On a fast-track schedule, consolidate three warehouses into a central automated distribution center, located in Cincinnati, OH.

OVERVIEW

Beiersdorf®, Inc. is an international manufacturer and distributor of skin care, health support, and first aid products, with leading brands including: Nivea, Eucerin, Futuro, and Curad.

When Beiersdorf acquired Futuro, it operated three U.S. distribution centers, all utilizing outdated technology. The company needed advanced distribution systems and better processes to achieve labor-cost efficiencies and provide excellent customer service.

Working with Beiersdorf's U.S. and German corporate staffs, FORTE designed and implemented a state-of-the-art 250,000 sq. ft. distribution center, which utilizes very narrow aisle (VNA) storage, high-speed conveyors, radio frequency technologies, and a powerful WMS.

FORTE engineering consultants utilized the **CONTINUUM*i***™ DC Planning and Design software module to evaluate Beiersdorf's operations and develop recommendations for improvement. FORTE determined the size and configuration of the new facility and engineered the building to an "architect-ready" state. With single-source accountability, FORTE provided planning, design, and implementation services for all material handling, packaging, and software integration.

UNIQUE CHARACTERISTICS

- Beiersdorf's host ERP system and WMS, both located at the Norwalk, CT offices, communicates in real time with the automation system in Cincinnati via FORTE's **CONTINUUM*i*** DC Automation Director middleware module.
- Following a fast-track schedule, the entire project was completed in 11 months.

AWARD-WINNING PROJECT

- Beiersdorf received the "Excellence In Logistics Award" from *LogisticsToday* magazine (formerly *Transportation and Distribution* magazine).
- *Modern Materials Handling* magazine featured it as "Warehouse of the Month".
- Beiersdorf, Inc. was named a Wal-Mart® "Vendor of the Year" for its on-time shipments and quality customer service.

RESULTS

- Order turnaround capability is less than 1 hour
- Received a 15 percent return on investment
- Increased capacity 100 percent
- Increased shipping accuracy to more than 99 percent
- Increased picking accuracy to more than 99 percent
- Increased on-time delivery to more than 99 percent
- Reduced labor cost by 25 percent
- Reduced operating expense by 15 percent

"Beiersdorf was looking for a single firm with the experience and capabilities to deliver a highly automated facility in a very short time frame... FORTE told me what their team could do, and they delivered."

- Director of Distribution, Beiersdorf



**THINK
INSIDE
THE BOX**

FORTE DELIVERS DISTRIBUTION ON DEMAND PERFORMANCE-DRIVEN RESULTS

WHAT RESULTS FROM
BEST-IN-CLASS SOLUTIONS?
BEST-IN-CLASS CLIENTELE.

OTHERS HAVE TAKEN TO OUR POINT OF VIEW.

Leading companies are embracing FORTE's advanced CONTINUIM™ methodology. In doing so, they are widening the performance gap over competitors and creating competitive advantages in their supply chain. Quite simply, they are distributing at the least cost, driving improved margins, and increasing profitability.

We have a national client base of Fortune 500 organizations, and fast-growing mid-market and small entrepreneurial enterprises. We're proud of the company we keep and welcome the opportunity to help you craft your optimal Distribution On Demand solution.

Augusta Sportswear®
C.R. Bard®
Beiersdorf®
Candle-lite®
Cintas
Custom Marketing Services
Delta® Faucet
Dole®
General Electric®
Gerber®
IBM®
KitchenAid®
Leviton
Lenox®
Nambe®
Newell Rubbermaid™
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