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**Rudolph and Hellmann Automotive achieves 9001:2008 Certification at Lichfield Head Office**

"Our Lichfield Head Office function hosts the Financial, Business Development, and Directorship teams, with many of its other support services including IT, Legal, HR and Marketing also being managed directly from the location.

"To achieve the certification, an ISO representative visited the Lichfield function and carried out a detailed audit upon Rudolph and Hellmann's



process manuals and supporting documentation, to ensure that Rudolph and Hellmann establishes, documents, implements, and maintains a quality management system and continually improves its effectiveness in accordance with the requirements of the ISO 9001:2008 International Standard.

"The certification and the approval process was controlled by Rudolph and Hellmann's Financial Manager, taking support and guidance from Rudolph and Hellmann's Quality Manager and Contract Manager based in Oxford, who both have over ten years experience of managing ISO accreditations and it's framework.

"We are delighted to have achieved this certification at Lichfield and are currently looking at our other sites to establish the next phase of our ISO rollout."

**Jeff Hyde**, Finance Director and Company Secretary Rudolph and Hellmann Automotive Ltd

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/achieves\\_certification](http://www.rh-automotive.co.uk/news-and-case-studies/achieves_certification)

**Spot Light On...**



**Paul Byrne**  
Contract Manager

After completing a two year electrical apprenticeship I somewhat stumbled into Warehousing and Logistics

It wasn't long before I was working in the largest motor manufacturing facility in the UK – Rover Group. Starting as a Goods Receipt Forklift Driver and finishing as an Operations Manager, I learned all about automotive logistics alongside some of the most prominent names in logistics today.

In 2003 I started with Rudolph and Hellmann. The big appeal to me was their lack of "red tape" if something was needed decisions were made almost instantly without the fuss and often insane process of being passed around several departments first. The directors have an open door policy, enabling straight to the top communication. In the fast paced environment of automotive logistics this gives a huge advantage.

My decision to join Rudolph and Hellmann was definitely one of my better ones, and as the company continues to grow so do the opportunities and challenges all of which are met with the same level of enthusiasm given to the very first day Rudolph and Hellmann opened its doors.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/paul\\_byrne](http://www.rh-automotive.co.uk/news-and-case-studies/paul_byrne)

Supply Chain Consultation	Process Implementation	Contract Logistics	FREE Supply Chain Audit & Healthcheck
Discreetly assess your inbound and outbound supply chain and submit a detailed report on the areas you can improve and save money. <ul style="list-style-type: none"><li>Discreet Assessment</li><li>Full Logistics Audit</li><li>Process Mapping</li><li>Process Re-Engineering</li><li>Process Development</li><li>Error Proofing</li><li>Tender Specification Creation</li></ul>	Set-up your inbound and outbound supply chain to maximise efficiency, recruit and train your people and step away when everything is working. <ul style="list-style-type: none"><li>Consultation and Evaluation</li><li>Recruitment and Implementation</li><li>Spot Audits and Support</li></ul>	Provide you with a complete out sourced cost centre operating to your SLA and KPI's. <ul style="list-style-type: none"><li>Fixed Term Contracts – from months to years depending upon your requirements</li><li>Rolling Contracts – should you wish to continue a fixed term contract but not wish to enter into another fixed term contract</li><li>Project Based Contracts – if you have a specific, defined project that you would like us to work on</li></ul>	Our FREE 'on site logistics' audit – carried out under a non-disclosure agreement anywhere in mainland UK. Drive out excess cost and inefficiency from your manufacturing supply chain through better processes, systems and training. Our findings will be reported in full confidence and will provide a detailed analysis of where savings and improvements can be made.  <b>To find out more call us on 01543 441670</b>

# Automotive PRODUCTION LOGISTICS



Quarterly newsletter from Rudolph and Hellmann Automotive

Spring 2011

The only providers of dedicated on-site production and reverse logistics for the automotive sector in the UK

## Green shoots of automotive recovery

With car manufacturers still reeling from a turbulent recession what lessons can be learnt?

If the past five years has taught the automotive industry anything it is to expect the unexpected. With top manufacturers' struggling amid the financial crisis most have seen their figures decrease dramatically since 2005\*.

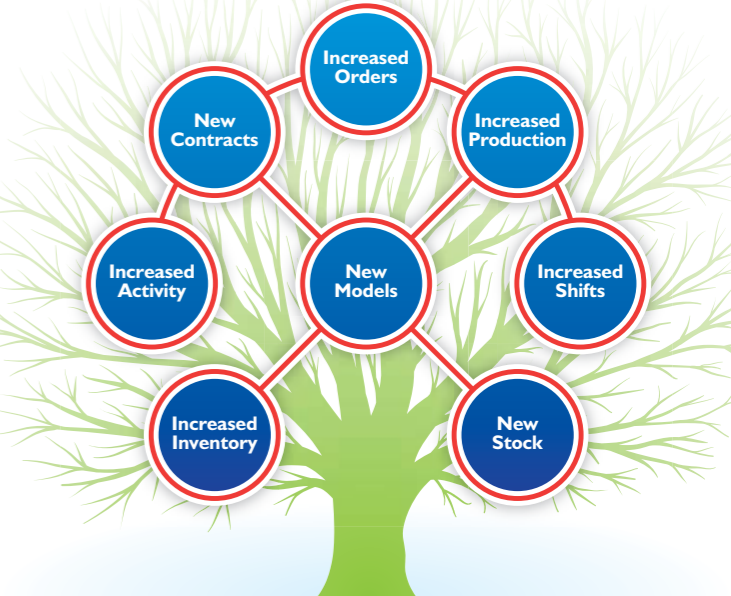
**Automotive companies to emerge strongest were those who were the quickest to adapt to the overnight change in demand.**

Six years ago, the Toyota Motor group was tenth on the list, with profits totalling \$11.13 billion. However, in 2010 it registered a massive slump, falling 350 places. It wasn't just the Japanese car giant who felt the automotive crunch; Germany's Daimler AG (formerly DaimlerChrysler) fell from position 33 to 388, whilst Nissan dropped from 59 to 424.

During these challenging times, Rudolph and Hellmann Automotive worked tirelessly with clients to respond rapidly to the challenges faced. Sharply reducing costs in tune with production demand but the issues faced were diverse. At the same time as reducing headcount, 40,000 engines were being delivered for cars no longer scheduled to be built.

This doesn't sound too big a challenge until you realise they were a mixture of diesel and petrol engines with a wide range of cc's. Imagine having to find storage space, catalogue, and then sequence them, so they could be seamlessly integrated into the production line when orders increased.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/green\\_shoots](http://www.rh-automotive.co.uk/news-and-case-studies/green_shoots)



With a 1.8 percent increase in UK car sales figures in 2010, it's all too easy to forget the challenges faced and how quickly things changed. Manufacturers are now looking to the future and more dynamic partnerships with 3pls to boost revenue and profitability.

No other 3pl shares as much risk with the automotive manufacturer than Rudolph and Hellmann Automotive or are more responsive to your needs.

## Need to improve your "Pre-Series Parts" handling process?



**One of the biggest headaches when developing a new product, model, or model revision, is the sourcing, sequencing and recording of 'pre-series parts'. Some of which may be prototypes and all of which are low volume. Which means it's critical to understand which parts, from which tools are being fitted to which cars.**

**Matching each part to its documentation is critical – without the documentation the part cannot be used.**

"The administration required to maintain this control routinely involves several functions within the manufacturers team, all logistics partners within the supply chain and the part suppliers themselves, each of whom has a variety of differing requirements and deliverables.

The key to streamlining this process is to analyse the whole process, this can only be achieved through partnership, full transparency and willingness to cooperate. Something we achieved to great effect and with significant improvements to the overall process".

**Mark Cranidge**, Operations Director, Rudolph and Hellmann Automotive

If you want to discover more about the significant steps made to streamlining this process and identifying "The Value Stream" visit [www.rh-automotive.co.uk/news-and-case-studies/preseries\\_parts](http://www.rh-automotive.co.uk/news-and-case-studies/preseries_parts)



## Visual picking system delivers a more efficient process and reduces costs



Working with the manufacturer's IT team, Rudolph and Hellmann Automotive's project team have successfully implemented an 'in situ' visual display picking system.

The initial stages of the project involved thoroughly mapping the proposed process within the relevant areas of the operation. Then, the manufacturer's IT team scoped the hardware and software requirements to compile a budget and a timescale for the implementation of the project.

The next stage of the project involved running the proposed picking process alongside the old process to identify any potential go-live issues. Although this essentially doubled a proportion of the workload, it was essential for the success of the project that warehouse pickers test the new screen pick process alongside the old-style printed picking sheets.

Located within various areas of the parts sequencing, splitting and kitting areas of the sequencing centre, the new visual display picking system has significantly reduced the people, materials and resource previously required with the old paper based process.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/visual\\_picking\\_system](http://www.rh-automotive.co.uk/news-and-case-studies/visual_picking_system)

## Single Label Project reduces process time and makes product handling more efficient



Previous to the new strategy being implemented, the logistics process would involve multiple re-labelling of a number of products received into the production warehouse. This could be anything up to three times before the products were delivered to the assembly line.

The implementation of the single label project meant that Rudolph and Hellmann Automotive could utilise the part supplier's original product label and its information to track parts through to the production hall.

First steps involved investigating which of the suppliers could adhere to the new single label framework. An assessment of the trails was then carried out with error proofing and re-engineering of processes to correct any unforeseen issues.

*"The trials recorded less human driven errors through re-labelling of products and less time spent by warehouse operatives re-labelling products. The project has also improved shipment notification to trackside of products being delivered to the plant."*

**Martin Rollings**, Managing Director, Rudolph and Hellmann Automotive

The aim now is to work alongside the supply-chain to bring as many suppliers as possible into the single label methodology.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/single\\_label\\_project](http://www.rh-automotive.co.uk/news-and-case-studies/single_label_project)

## Quick response reducing stock trackside improves efficiency within 28 days

A wide variety of stock line items were delivered in high quantity or 'host' containers so they could be kept in bulk, trackside.



When the manufacturer's logistics management team wanted to reduce the amount of stock that was stored trackside, Rudolph and Hellmann Automotive were challenged to deliver an innovative solution. It needed to be both cost effective and deliverable within the shortest timescale possible.

The total project turnaround was 28 days from initial briefing to execution.

In one weekend Rudolph and Hellmann Automotive transferred 135 stock items to the ILC from trackside and implemented Low Level Order Picking (LLOP). Manual Handling Equipment was organised to facilitate the new area of the ILC operation which was ready for go-live for the day shift on the following Monday. Working with the client's technical handling team, a new set of 'bogie' trailers were created to transfer the stock down the delivery tunnel.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/quick\\_response](http://www.rh-automotive.co.uk/news-and-case-studies/quick_response)

## Space a premium?

With the launch of a new model, space became even more of a premium not only on the production line but also in the satellite store areas. When asked if anything could be done, a senior member of the Rudolph and Hellmann Automotive operations management team designed a new process within a day.



Rudolph and Hellmann Automotive were able to provide a solution which eased the various space constraints faced by the luxury car manufacturer by taking over the sequencing of exhausts previously done by their employees and, because it was incorporated within a current sequencing operation, a seamless transition was provided. This meant the parts were being sequenced one day by the manufacturer in their satellite store and the following day they were sequenced by Rudolph and Hellmann Automotive in the The Large Part Warehouse.

This innovation was implemented over a period of one weekend and at no additional cost, it released valuable space required for activities, and storage to support the production of the new model.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/space\\_a\\_premium](http://www.rh-automotive.co.uk/news-and-case-studies/space_a_premium)

## 2 weeks to plan and execute seamless transition of Boot Kits

Being responsive to change sometimes means reduced hours and less revenue and, more recently, it means responding to opportunities.



The main issue when taking over the sequencing of the Boot Kit and picking the re-work part was timescale and creating space. However, within a few days the receiving areas within Rudolph and Hellmann Managed Activity Area were re-aligned to accommodate the storing of sequence Boot Kit pallets.

A critical part of the sequencing was to correctly identify the re-work part in each stillage, then placing these parts on to a separate sequence pallet so that they could later be backfilled into the original sequence pallet.

The transition of this new business was seamless, the Rudolph and Hellmann Managed Activity Area was successfully re-aligned, new processes were written, and the implementation of the new sequencing business into the Managed Activity Area was achieved within a 2-week window and has been successfully maintained since.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/boot\\_kits](http://www.rh-automotive.co.uk/news-and-case-studies/boot_kits)



## Vehicle scheduling and tracking system smoothes the flow of inbound vehicles and reduces demurrage costs by an average of 60%.

Haulier vehicles delivering parts would regularly arrive outside of the 'optimal delivery window' or agreed booking time slot.

These vehicles would then have to wait on-site to deliver their products. However on many occasions hauliers would attempt to charge 'demurrage' costs (waiting charges) whilst waiting on-site, even though they had missed their agreed time slot. The

resulting claims were extremely difficult to disprove or contest due to insufficient data capture.

Since the project was implemented fully onto every haulier's vehicle, demurrage costs have been reduced by an average of 60%. The benefits of regularising vehicles into plant, means smoother deployment of goods within the pre-production warehouse.

[www.rh-automotive.co.uk/news-and-case-studies/vehicle\\_scheduling](http://www.rh-automotive.co.uk/news-and-case-studies/vehicle_scheduling)

## Bespoke IT software tool provides optimal resource deployment information

The senior management team instructed the Rudolph and Hellmann Automotive systems development project team to provide them with a software tool which could provide robust logistics resource guidance on an hour-by-hour scale to all staff, through an intranet facility.

As well as being an operational management tool, the system is also a simulation tool which can provide indicative resource requirements from

logistics throughput data. With detailed activity timings within the software tool, time and motion information was held alongside historical operational data captured on an hour-by-hour basis.

The new system is now in use on a daily basis and integrates several data streams into a single intranet web portal. This critical management and operational planning tool, provides detailed resourcing figures and the ability to compile costings.



[www.rh-automotive.co.uk/news-and-case-studies/bespoke\\_it\\_software](http://www.rh-automotive.co.uk/news-and-case-studies/bespoke_it_software)