

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

## Europe car sales drop to 22-year low...



## ...but UK see's an increase in sales

According to industry analyst the European Automotive Manufacturers' Association (ACEA), the UK was the only major car market to see an increase in sales compared with those in 2011.

Figures from the Society of Motor Manufacturers and Traders (SMMT) also report that car registrations rose by 8.2% to 359,612 in September 2012, compared with September 2011, surpassing dealer expectations by more than 26,000 vehicles.

### Britain's car industry provided a welcome boost to the economy

Once business and fleet sales were removed, it pointed to a

better-than-expected demand among households, with new car registrations up by 14.2% compared with September 2011. In comparison, just 688,168 new cars were registered in September 2012 across the EU, down by 8.9% year-on-year marking an 11th consecutive monthly fall.

One in three car sales across Europe are in Germany, however even they experienced a slide in sales, which fell by nearly 5%. Sales in France were down by 11%, Italy dropped by 20% and Greece tumbled by a massive 47%, according to industry analysts ACEA who compiled the data.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/car\\_sales\\_drop](http://www.rh-automotive.co.uk/news-and-case-studies/car_sales_drop)

## 2012 Gold Medalists at Automotive Manufacturing Logistics



"This has been a fantastic year so far for the UK, with so many reasons to celebrate our successes.

"Whether on the athletics track or trackside to achieve success everything has to be measured. The difference often comes down to taking out a fraction of a second here and there, removing any wasted energy excess to requirements, and providing absolute clarity on goals.

"In this newsletter we aim to share with you our part in the success of our clients'. If you would like to share in these successes, I, or one of my fellow directors, will be only too happy to explore how we can make a difference in your automotive manufacturing logistics operations."

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

*Rudolph and Hellmann Automotive Directors from left to right:  
Mark Cranidge - Operations Director, Jeff Hyde - Finance Director  
and Company Secretary, Martin Rollings - Managing Director.*



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## Finance team key to supporting growth

**“Dynamic, efficient, flexible and commercially diligent – these are the qualities we seek”**



As the UK Automotive industry slowly grows out of the economic downturn, Rudolph and Hellmann Automotive is positioning itself to be able to grow alongside its current and potential OEM, 1st and 2nd tier automotive customers.

Having involvement within all key elements of the contract logistics business cycle means each individual in the finance team must have an in-depth understanding of automotive manufacturing logistics; only through completely understanding the challenges and processes of the automotive manufacturing environment can we guarantee our customer is receiving the best value for money solution.

**This challenges us to continually reinvent how the financial team works alongside all other departments**

Whether working with the operational teams to enhance the clients' return on investment or responding to new business opportunities; the finance team understand both the numbers and their implications.

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

Providing detailed financial analysis, costing models and budgetary quotations within each logistics service proposal, their aim is to minimise waste and set crystal clear goals as KPI's.

**Rudolph and Hellmann Automotive has strengthened its finance and accounting team to demonstrate a commitment to reducing cost to clients**

The strategic investment in the finance team will further support the basic day-to-day financial requirements of the business and provide depth to resources for new projects. Whether it be focused upon current customers and reducing their costs, or supporting our business development managers in the process of winning new business; all OEM 1st and 2nd tier automotive customers demand only one thing:

**Rapid, innovative and financially robust solutions**

“The overall strategy is to ensure that current customers continue to receive best-in-class service and that the financial department have the ability to react quickly to any new or current customer requirements.

“The finance and accounting team is at the foundation of Rudolph and Hellmann Automotives success. Over the last 12 years it has consistently ensured the company's departments are guided and supported to critically measure all activity. This guarantees we maintain and manage a sustainable service focused on continually improving our results and our clients' profits.”

**Jeff Hyde,**  
Finance Director & Company Secretary

**Four weeks to plan, expand and implement a critical new on-site logistics operation**



The proposed logistics operation would handle pressed automotive body parts at the manufacturing site.

The OEM's planning and operational teams had already commissioned and implemented a temporary storage facility at the manufacturing plant. This provided over 4500 sqm of floor space to situate the proposed logistics operation.

With a high level operational layout and process structure, the OEM's project team liaised with Rudolph and Hellmann Automotives most experienced people to finalise details and hand over operational implementation.

To ensure that the pressed parts logistics operation would be both robust and cost effective, all the planned logistics data was compiled, analysed and integrated into a logistics model to produce a resource structure that would be deployed to operate within the new operation. A complete suite of standard operating processes and procedures were then produced and published to support the operation upon go-live. This was all completed within a critical time-scale of 4 weeks.

The operation now handles over 96 product line items and receives and dispatches over 40 full pallets per working hour over a 5-day operating period. The implementation was considered a success and, during the first 4 weeks of operational process, there had been no production stops attributable to the Rudolph and Hellmann Automotive managed elements of the operation.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/four\\_weeks\\_to\\_plan](http://www.rh-automotive.co.uk/news-and-case-studies/four_weeks_to_plan)

- ✓ **Series Parts Integration of circa 260 new parts types**
- ✓ **Three week timescale to plan and deliver**
- ✓ **Two brand new Just-in-Sequence logistics processes**

## Just another day at the office!

The launch of new model variations into production means parts for pre-vehicles are controlled and managed through a separate logistics process controlled directly by the OEM's launch team.

This allows intricate part control and also ensures the OEM's launch team can communicate clearly with the part suppliers regarding quality, suitability and any modifications to the model.

However, once the 'launch to series' element of the project begins, the associated parts then need to be integrated into the plants current on-site logistics activity and process areas.

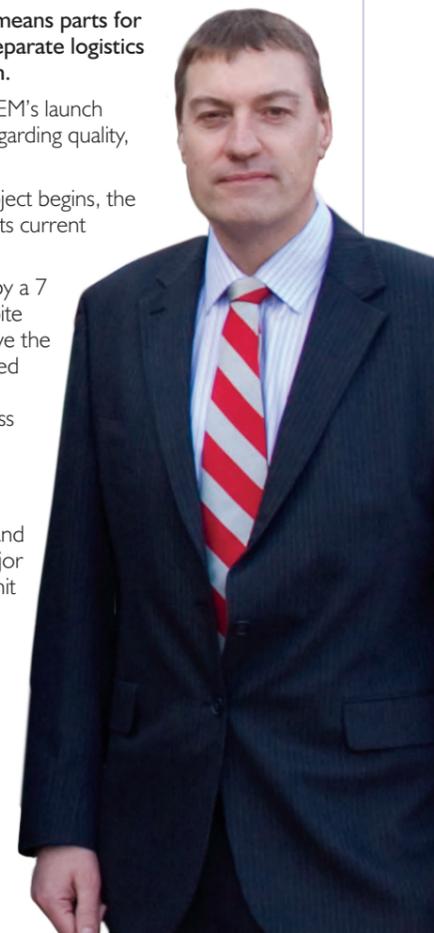
The whole transfer project was planned and delivered by a 7 man project team within a tight 3 week timescale. Despite the comparatively short transitional time-frame, to go-live the Rudolph and Hellmann Automotive project team invested heavily in planning, testing and evaluating the associated logistics processes to ensure the integration was seamless and deliverable on the day of model launch.

“We were requested to support the integration of approximately 260 new parts types into the current logistics activity. This included the integration of two brand new Just-in-Sequence logistics processes, as well as major changes to an existing JIS process. It's critical that we limit any potential impact of the revised operational activity and minimise production disruption.”

“I am pleased to relay that the launch of the new model variation commenced on-time and successfully within the OEM's requirements.”

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

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/just\\_another\\_day](http://www.rh-automotive.co.uk/news-and-case-studies/just_another_day)



## Focus on enhanced skills is key to driving success

Just as Team GB set themselves goals and objectives for the London Games, proved that the real driver of phenomenal success was their commitment to training. Bringing in experts to identify areas for improvement, and develop more sophisticated training regimes designed to squeeze out the smallest percentages of improvement. Combined, these small percentages can make all the difference needed.

We have recently invested in a series of bespoke software training courses to improve

our in-house ability. The training courses have been designed to create a higher level of understanding. This will help operatives maintain, modify and standardise the company's operating procedures and process documentation. The emphasis of bespoke training is to develop user knowledge of the applications advanced capability. Focusing the learning on customisation of the software has increased user efficiency and the ability to quickly explore.

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## 15% more space and 400 more pallet locations

**Creative thinking expands manufacturing operation**  
When a successful 1st tier automotive component manufacturer required more factory space to accommodate expansion, its management team considered re-locating the supporting on-site logistics storage operations to an off-site storage facility.

Rudolph and Hellmann Automotive seconded members of its Central Operations Support Team to explore and assist with the requirement concluding that the off-site option may not be the most cost effective solution.

The team reviewed the logistics space being utilised

to generate extra manufacturing space and concluded that 15% more floor space could be gained by reconfiguring racking into narrow aisle and using articulated fork lift trucks instead of counterbalance trucks. They also identified a further area which would also benefit from narrower aisle racking, making room for an additional 400 pallet locations.

The plans were executed within an 84-hour timeframe which involved relocating 2,000 pallet and 1,200 individual decanted boxes. Most importantly, production at the plant went live after the logistics project was complete, in-line with customer's expectations.



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## Spot Light On...



### Caroline Gjegja

#### Project Development Manager

I began work at Rudolph and Hellmann Automotive in 2003 as a Receiving Clerk. Since 2003 my roles have included SAP Key User and Project Management. With no specific logistics experience, training has enabled my greater involvement in a range of operational and project roles which really helps me in my current position, especially when I need to analyse new ideas and consider how best to co-ordinate implementation.

#### What do you like about working at Rudolph and Hellmann Automotive?

I love being involved with our customers' business. It's a great opportunity to see a wide range of systems and logistics processes – it's certainly never dull as things are always changing! My role of Project Development Manager is very exciting; I help ensure customers' operations remain stable while still incorporating change and allowing continual improvement.

#### What do you like to do outside of work?

Outside work, my pastimes includes playing the piano (I've passed Grade 7). I also like to visit my in-laws in Albania on holiday – it is a beautiful country and I really enjoy the challenge of learning their language. The different culture is really interesting to see and it's a great atmosphere to relax in!

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



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## Exploring the benefits of OHSAS 18001

**Adherence and understanding to apply the most robust Health and Safety management system within the workplace.**

The importance and relevance of hazard identification, risk assessment and risk control, legal and H&S development objectives within the operational workplace has never been more important. The health and safety risks that are associated with day-to-day operational responsibility are always at the fore-front when delivering a professional and sustainable on-site logistics service.

We are constantly striving for the highest levels of health and safety. To ensure these are achieved within Rudolph and Hellmann Automotive we are exploring the benefits of becoming an OHSAS 18001 certified company. 5 members of the Rudolph and Hellmann Automotive management team were enrolled to attend the OHSAS 18001

appreciation and interpretation course ran by LRQA (Lloyd's Quality Register Assurance) in June 2012. The course has given the Rudolph and Hellmann Automotive team an understanding of the key definitions and terminology within the OHSAS 18001 standard and the purpose and intent of its key requirements. The core content of the course focused on the importance and relevance of hazard identification, risk assessment and risk control, legal and H&S development objectives within the operational workplace.

Rudolph and Hellmann Automotives next goal will be to take the information from the course and integrate the broad framework into current management systems and processes, before it's long term goal of gaining the certification.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/ohsas\\_18001](http://www.rh-automotive.co.uk/news-and-case-studies/ohsas_18001)

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