

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

## Unique Order Creates Automotive Logistics Challenge

200 hand built luxury cars build plan in 4 weeks please, oh, and every one is bespoke!



When an individual places an order for a luxury car you'd expect them to want it tailoring to their individual taste. When they request a fleet of two hundred and want them to be so different to the standard specification a whole new line needs creating – it's a very different scenario.

### A new line, 'hand built' process and every car is different



"We're used to every car being different and have vast experience in supplying lines with unique kits for each individual vehicle. What made this brief more challenging was the volume of cars, the scale of change from standard specification and the time frame to create the build process.

The brief was for us to provide a robust unique logistics support package; from risk assessment, process mapping and cost analysis to full operation implementation – all within a 4 week time frame.

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

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

The most practical solution was to develop a new line with a hand picked team of highly experienced individuals. As the operation needed to be discreet, specialised and in an 'off production line' environment, particular consideration of specialist handling of non-standard production items i.e. lifting gear and manpower had to be taken into account. The client and more importantly, their client received their vehicles on schedule.

The automotive logistics operation delivering the 200 bespoke vehicles went without a hitch. It's a credit to our fast, robust and cost sensitive approach. It also effectively demonstrates the benefit of the flexibility and 'can do' approach within the Rudolph and Hellmann team."

## Research highlights increasing skills gap facing the UK's automotive industry

A recent survey found that 78% of companies in the automotive sector say they are facing a shortage of skills and are experiencing difficulties sourcing qualified candidates. Although this specific research was focused within the North East region a report issued by Engineering The Future, highlights this is a UK and manufacturing sector wide concern. The shortage of personnel, skilled and experienced in the automotive manufacturing industry is predicted to increase. An ageing workforce within the sector means many skilled automotive workers are eligible to retire in the next five years. With too few people on the employment conveyor belt to replace them, it's a serious challenge for all within the automotive manufacturing sector.

### Fortunately this isn't as big a problem for R&HA

"With our long-standing and proactive policy of 'home grown timber' our recruitment process has always been heavily focused on promoting individuals from within the organisation. Rewarding innovation, creative thinking and anyone with a desire to progress has left us in an enviable position. Even though we are experiencing unprecedented growth through new contracts and in general, through the upturn in the automotive manufacturing sector within the UK – our talent pool remains vibrant!"

### Jeff Hyde,

Finance Director and Company Secretary, Rudolph & Hellmann Automotive

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



## A Pivotal New Role In Our Latest Operation



A new contract win securing the automotive logistics for a luxury OEM heralds the arrival of our new Transport Manager, Andy Davis.

### Investment to guarantee a 24 hour seamless operation

Because transport is a fundamental element within this new operation, Rudolph & Hellmann Automotive have invested in a new fleet of articulated lorries, trailers and vans. Andy's appointment ensures all our new fleet comply with current VOSA legislation and provide a seamless 24 hour transport solution to meet our customers needs.

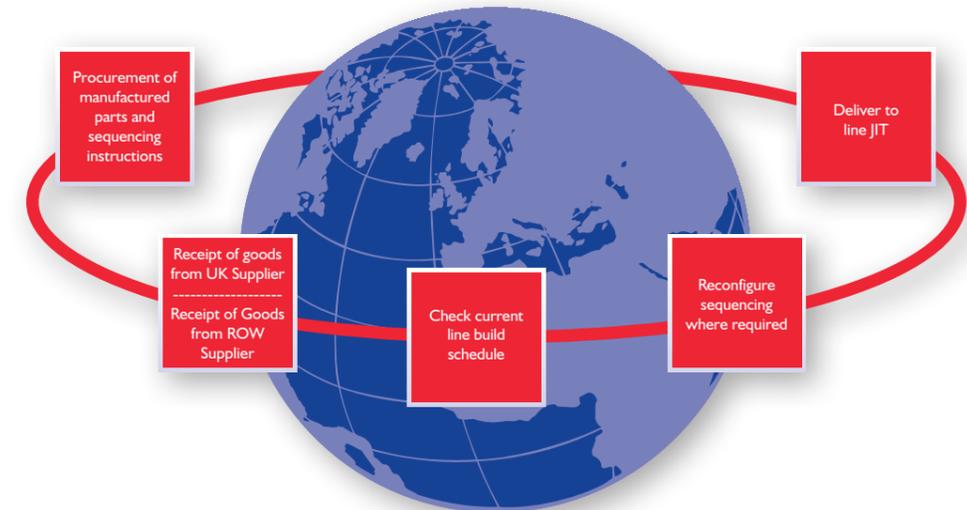
### Controlling the solution means continually optimising efficiencies

Whether maximising trailer fill, keeping a keen eye on continual operational improvements or maintaining Key Performance and Service levels Indicators (KPIs and SLIs) Andy plays a pivotal role.

This also includes liaising directly with the customer on their build numbers and volumes. As a result of detailed planning, scheduling and forecasting collections Andy and his team can ensure maximum trailer fill, not only from UK national suppliers but also from over 120 European and Rest of World vendors, our customer can rely on our right first time approach!

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

## Responsive JIS Process Reduces Costs, Creates Space Lineside and Provides Increased Flexibility



The results were fast, effective and the new process provided the following immediate benefits:

- Double handling reduction
- Cost reduction by absorbing the extra activity using current resources
- Lineside space saving - eradicating need for half empty containers trackside
- Support build variation - enabling sudden changes in build
- Increased flexibility and improved communication

Working with customers to make their processes more effective often means looking at the bigger picture. When our customer approached us to review their supplier deliveries, the opportunity to save cost and optimise efficiencies was clear.

Although their supplier delivered the manufactured parts sequenced as instructed, our client's unique production schedule and build change plans meant when the parts arrive, they are out of sequence. Therefore a fluid and responsive re-sequencing process was required to provide an effective flow of inventory to lineside and deliver an effective Just In Time (JIT) process.

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

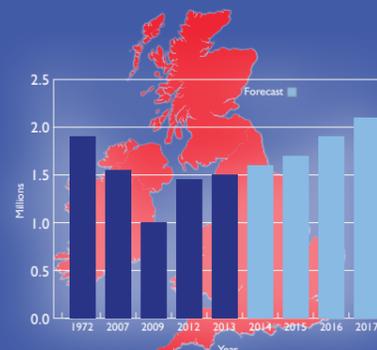
### What is JIS?

Just In Sequence (JIS) is an inventory strategy that matches JIT and complete fit in sequence with variation of assembly line production. The process concept of JIT sees buffers at the production line as waste in capital bound. The aim is to eliminate buffers as much as possible at expense of stability when disturbances arise. JIS is one of the most extreme applications of the concept, where components arrive just in time and sequenced for consumption. However, when a build schedule changes frequently and at short notice, you need to implement a dynamic JIS process to ensure the lineside is working to optimal efficiency.

## Automotive sector remains on course for all-time record levels of output by 2017

Britain's car market has been boosted by the turnaround in the country's economy and recovering demand in Europe, which accounts for about half of the country's automobile exports. "Increased output reflects the recovering confidence in Europe and the launch of new models, particularly from Mini and Nissan," Phil Harrold, automotive partner at PwC, said today. "New model launches planned by other UK manufacturers for this year should result in continuing increases in manufacturing volumes."

Output fell earlier this year as carmakers such as Jaguar Land Rover, Nissan and BMW adjusted production lines to manufacture new models. However European car sales still rose 10% in March, the seventh consecutive monthly gain, as new models to replace ageing vehicles and an economic rebound boosted demand. First-quarter sales in the EU and EFTA markets rose 8% to 3.35 million cars, according to industry association ACEA (European Automobile Manufacturer's Association).



## Welcome Lee Thomas – New Operations Manager, Darlaston Operation



With 25 years' experience in logistics, Lee has been involved with working in various sectors including retail, FMCG and third party logistics.

"Lee's experience in continuous improvement for the luxury automotive sector will be a valuable asset for the Rudolph & Hellmann Automotive team. I'm personally delighted to welcome Lee as the new Operations Manager, at our Darlaston manufacturing facility.

As we continue to grow within the specialist area of on-site automotive logistics, it's good to bring in some outside experience to add into the 'home grown timber' mix. We recognise people are our greatest resource - it's they who make the difference with their ideas to save time, reduce cost and increase efficiency.

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



## Spot Light On...



### Karolina Mielewczyk Material Planning & Logistics

My employment within Rudolph and Hellmann Automotive has been very dynamic since joining as a graduate just over two years ago. My involvement in four demanding departments has allowed me to understand 'hands on' how it's the detail that matters. Careful planning, clear goals and effective communication determine our customers' success and therefore that of Rudolph and Hellmann Automotive.

The scope of my current position within Material Planning & Logistics Department exceeds that of any previous roles and allows me to use all the experience gained during my two years at Rudolph and Hellmann Automotive. I am learning something new every day and I feel that it is going to be the case for a long time to come.

**What hobbies do you enjoy outside work and are there any interesting facts about you that you would like to share?**

My 'out of work activities' are mainly outdoor based as I have a passion for travel and love nature. My hobbies include cycling, trekking, surfing, kayaking in summer and snowboarding in winter - if I get a chance!

Another big part of my life is music, I listen to alternative and non-mainstream styles and I try not to miss an event or festival if possible.

For personal reasons, I am registered with Anthony Nolan (and DKMS in Poland) which are blood cancer charities; I strongly encourage everyone to consider joining the bone marrow/stem cell registers. I know it sounds like a cliché but you can literally save someone's life!

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



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## Win yourself a Bottle of Bubbly Solve this logistics brain teaser

A lorry leaves Rudolph and Hellmann's most northerly operation to Head Office via our most southerly operation for a pick-up, dropping off to the West Midlands operation and delivery back to head office.

**Question: Where are the start point, waypoint and Head Office locations and what is the approximate mileage?**

Location information can be found at [www.rh-automotive.co.uk](http://www.rh-automotive.co.uk)

For details on how to enter the competition and T&Cs please visit: [www.rh-automotive.co.uk/news-and-case-studies/logistics\\_question](http://www.rh-automotive.co.uk/news-and-case-studies/logistics_question)



### Last Newsletter Competition Winner

Congratulations to **Irene Tranter**, Her winning entry for the word puzzle is "Warehouse". Irene is the Sales Support Manager, Sales and Marketing Armoured Military Vehicles and has worked at JLR for the past 26 years. Irene was thrilled to be the winner of the Bubbly for the Spring Newsletter competition, she said "I never win anything, so I am

really happy; I am certainly looking forward to the next Newsletter and will definitely be entering the competition." Congratulations Irene and enjoy the Bubbles! From all the team at Rudolph and Hellmann Automotive

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

Supply Chain Consultation	Process Implementation	Contract Logistics	FREE Supply Chain Audit & Healthcheck
<p>Discreetly assess your inbound and outbound supply chain and submit a detailed report on the areas you can improve and save money.</p> <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>	<p>Set-up your inbound and outbound supply chain to maximise efficiency, recruit and train your people and step away when everything is working.</p> <ul style="list-style-type: none"> <li>■ Consultation and Evaluation</li> <li>■ Recruitment and Implementation</li> <li>■ Spot Audits and Support</li> </ul>	<p>Provide you with a complete out sourced cost centre operating to your SLA and KPI's.</p> <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>	<p>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.</p> <p><b>To find out more call us on</b> <b>01543 441670</b></p>

