

## New state of the art warehousing in Hungary



Rudolph and Hellmann Automotive Directors: Martin Rollings, Mark Cranidge, Mr Peter Weide, Jeff Hyde and Dr Torsten Rudolph

A brand new 20,400 square-metre warehouse, purpose built for the Rudolph Group, is the latest strategic logistic facility within the global network and was officially opened on the 11th October 2012.

Rudolph Group has vast experience of providing logistics services to well known German Automotive manufacturers. Located in Gyor, at the heart of Hungarian automotive manufacturing, this impressive facility is in a prime location to support key automotive customers.

#### The new facility offers:

- Warehouse and inventory management
- JIS – transaction, Processing KANBAN call-off
- Pre-assembly, module assembly, rework
- Repackaging, sorting
- Dispatch, empties management
- Customs clearance

With the recent expansion less than 1km from a fast growing and well known German Automotive OEM plant, Gyor continues to be the centre of the automotive industry in Hungary.

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/warehousing\\_in\\_hungary](http://www.rh-automotive.co.uk/news-and-case-studies/warehousing_in_hungary)

## UK New Car Registration Highest Level Since 2008

The automotive sector has spearheaded UK economic recovery during 2012, becoming Europe's second largest new car market and producing almost 10 % more vehicles than it did in 2011.

During 2012, the UK new car markets and publicised production volumes have grown every month since March. According to figures published, UK new car registrations rose 5.3% in 2012 to 2.04 million – the highest level since 2008, according to the SMMT (Society of Motor Manufacturers and Traders) car industry body.

“There are many factors that influence the UK's automotive sales growth. The onsite logistics and focus on improved efficiencies must be recognised as playing a contributing factor. Overcoming the downturn in 2008 has been a combination of building better quality, more cost effectively.”

The positive news from the automotive industry in 2012 comes despite reports of the UK and Europe slipping back into a 'double dip' recession during the first three months of 2012, caused by other sectors and marketplaces shrinking in overall output.

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

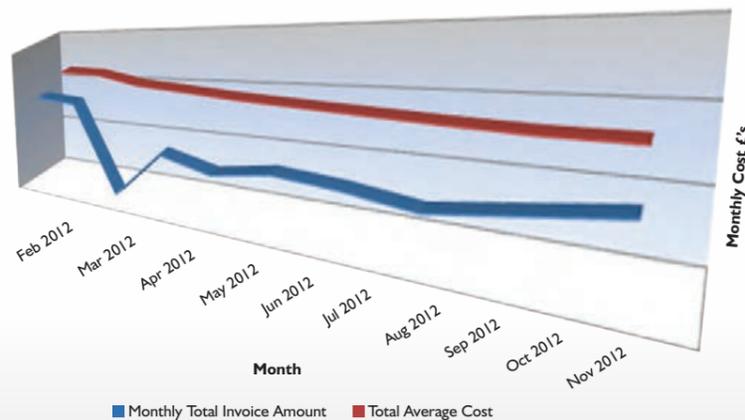
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## Focus on Packaging, 26% Reduction in Cost



Monthly Containersation & Packaging Cost



*"Rudolph and Hellmann Automotive were willing to share the risk and drive performance improvement"*  
**Paul Miller**, Purchasing Manager & SCP Manager, ZFUK

### The Background

When Rudolph and Hellmann Automotive were awarded a contract to provide a major UK Based 1st Tier automotive component manufacturer, ZFUK, with 'on-site' logistics services in 2011, its dedicated management team were also requested to provide additional value-added activity services in the form of packaging and container control services.

As Rudolph and Hellmann Automotive took over the main logistics operation manufacturing plant, the manufacturer's management team requested that Rudolph and Hellmann Automotive directly manage the container control and ordering process as part of the overall logistics service, with the task of closer control and monitoring of associated costs and throughput.

### Containerisation and Packaging of Fluctuating Component Volumes

ZFUK, controlled all containerisation and packaging of its components to all its OEM customers through its own in-house function. This was part of a current employee's role within the plant, which meant it wasn't scrutinised for efficiencies or costs savings.

### Focus over the entire process combined with specialist knowledge – key to savings

Rudolph and Hellmann Automotive recruited and deployed a dedicated packaging co-ordinator to take control of the activity and after a short handover period, began to monitor and manage the entire process, identifying efficiencies and opportunities for cost savings.

### Overall savings greater than 26% - even though demand was increasing!

"Over a period of 10 months, the dedicated packaging co-ordinator effectively reduced the overall average ongoing total cost of packaging to the manufacturer by approximately 26%, during a period where volume throughput of components to its customers was actually increasing. The co-ordinator also contributed to recuperating substantial funds from the container's supplying organisation on behalf of the manufacturer and its customers, utilising closer control processes."

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

For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/focus\\_on\\_packaging](http://www.rh-automotive.co.uk/news-and-case-studies/focus_on_packaging)

## Safety and logistics remain high on the investment agenda – Global Automotive Survey Reveals

KPMG International's 14th Global Automotive Executive Survey, surveyed 200 auto executives from 31 countries.

The survey warns new trends in globalisation, rapid urbanization and changing consumer behaviour will cause a big shift in the automotive landscape over the next 5 years. The collective impact is expected to be felt across the entire automotive value chain, and calls for sweeping changes to automakers' – and their suppliers' – business models.



[www.rh-automotive.co.uk/news-and-case-studies/kpmg](http://www.rh-automotive.co.uk/news-and-case-studies/kpmg)



## Management Movember Movement!



Rudolph and Hellmann Automotive Directorship and Management team participate in 'Movember' fund raising activity.

The Rudolph and Hellmann Automotive 'Mo – Bro's' proudly sporting their Facial hair on the 31st of November after participating in the 'Movember' fundraising program of 2012. (Left to Right: Mark Cranidge (UK Operations Director), James Biddulph (Sales and Business Development Manager), Martin Rollings (Managing Director UK Operations), Paul Byrne (Contract Manager), Mick Cook (Operations Manager), Jeff Hyde (Finance Director and Company Secretary) & Nigel Walker (Contract Manager)

### Magnificent Seven Moustaches

Seven members of the Rudolph and Hellmann Automotive UK Directorship and Management team became 'Mo Bro's' for the duration of November 2012 by growing and maintaining moustaches.

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces in the UK and around the world. The aim of which is to raise vital funds and awareness for men's health, specifically prostate cancer and testicular cancer.

Once registered, each participating Rudolph and Hellmann Automotive 'Mo Bro' began the 1st of November 2012 with a clean shaven face. For the entire month each 'Bro' must then grow and groom a full moustache. Each participating member then collected sponsorship from colleagues and donated collective proceedings to the Movember Foundation.

If you want to see the 'Mo Bros' in a bigger picture and examine the quality of moustache (as there are a couple of beltlers and one or two of which are more suited to a spotty teenager) then visit:

[www.rh-automotive.co.uk/news-and-case-studies/management\\_movember](http://www.rh-automotive.co.uk/news-and-case-studies/management_movember)

## Green Light to cycle to Work Scheme



### A win win for the business, it's employees and the OEM's

- Fitter Work Force
- Bike 'tax breaks'
- Less Congestion
- Less Travel Expense
- Lower Carbon Emissions

*"The scheme is in alignment with the Government's recently introduced 'Business Cycle' programme, which aims to promote the use of bicycles as preferred transport for employees and businesses across the UK. The 'Cycle to Work' scheme is one of the many 'green' initiatives which Rudolph and Hellmann Automotive is investigating to implement within its organisation to reduce its overall carbon footprint."*

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

### Reducing the Carbon footprint

The scheme contributes to reduce each employers Carbon footprint, as less carbon emissions are produced overall. In a perfect world, people and organisations would be carbon neutral – putting no extra carbon dioxide into the atmosphere. Global climate change contributes to extreme weather conditions such as high speed winds, floods, heavy snow fall and water shortages, all of which have been creating issues across the UK for the last 2 years (often causing people to be unable to travel to work!!).

### 31% – 48% saving on the retail cost of new bikes and accessories

In signing up for the scheme Rudolph and Hellmann Automotive's employees will typically save between 31% and 48% of the retail cost of brand new bikes and accessories from

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manufacturers that are also supporting the scheme. Employees that choose to be included in the scheme will also be able to spread the cost of purchasing a new bike and accessories across a flexible period of time, meaning that financial commitment is kept to a minimum.

### 50% less likely to suffer from a stroke, heart disease or type 2 diabetes

The scheme aims to promote a number of other benefits to both the individuals who get involved and also to the environment. Experts within the NHS state that raising the heart rate through exercise just 5 times per week means individuals are 50% less likely to suffer from a stroke, heart disease or type 2 diabetes.

Therefore people cycling to work are more likely to experience these health benefits. Riding to work also means that any annual car running/fuel costs can also be reduced.

## 'Wear it Pink'

The 'Wear it Pink' fundraising program is a registered part of the Breast Cancer Campaign, with specific focus towards Pink Science – a pioneering approach to breast cancer research that funds projects with the greatest potential to save and improve lives, and ultimately find a cure.

"It's a great charity to support and the 'Wear it Pink' fundraising day gave us all a chance to have a little fun whilst reflecting on the seriousness of the cause."

Employees of the Rudolph and Hellmann Automotive UK Head Office got involved by wearing pink coloured work wear and accessories for the whole day. Pink items and cakes were also sold in the communal reception area, where other businesses could also help to raise funds.

[www.rh-automotive.co.uk/news-and-case-studies/wear\\_it\\_pink](http://www.rh-automotive.co.uk/news-and-case-studies/wear_it_pink)



## Spot Light On...



### Sam Drew Operations Manager

"I started on a 6 month Graduate placement which gave exposure within the Automotive logistic's industry. After my initial 6 month placement I was offered an extension.

During this period I worked predominantly on the Rudolph and Hellmann Automotive logistics productivity database that was being developed. After 12 months I was offered a full-time position and promoted to the position of Logistics Analyst.

Here I was given direct responsibility for a number of mission critical projects, a position I held for 2 and a half years.

In 2012, I was offered my current role as Operations Manager, which sees me take full responsibility of a large percentage of our Oxford based operations."

#### What do you enjoy most about your job?

I like the fast paced nature of the job and the speed at which ideas can be implemented.

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

I am a big motorsports fan and have competed in the past, both as a driver and as part of pit crew. I have built my own track car and go on as many track days as I can over the UK and occasionally Europe. I am currently organising an event for a charity called Mission Motorsport, which has already helped them to purchase and prepare a car for injured servicemen and get them competing in a race series for the year.

I did a skydive a few years ago and would like to get my licence!

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



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## 10 Year Loyalty & Effort Rewarded



Another 7 Rudolph and Hellmann Automotive employees passed their 10 year milestone. A presentation to mark the occasion was held at the Oxford manufacturing site on the 19th December 2012. Presenting the 10 year service awards was Martin Rollings, Managing Director, Jeff Hyde, Finance Director and Mark Cranidge, Operations Director together with Nigel Walker the Contract Manager.

## Balwant Chahal

"Since joining Rudolph and Hellmann Automotive, I have had job security, something to be treasured in these times. The best thing about the job, I'd have to say is the people I work with, it's a great team here at Oxford."

**Balwant Chahal**, Tow Train Driver,  
Rudolph and Hellmann Automotive



For the full case study visit [www.rh-automotive.co.uk/news-and-case-studies/10\\_year\\_loyalty](http://www.rh-automotive.co.uk/news-and-case-studies/10_year_loyalty)

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