

NEW SERVICE AND LOGISTICS CENTER IN TALHEIM

# Integrated Logistics Consulting at beyerdynamic – from Site Selection to Realization



beyerdynamic GmbH & Co. KG  
74072 Heilbronn  
Germany  
[www.beyerdynamic.de](http://www.beyerdynamic.de)

Today, the beyerdynamic GmbH & Co. KG is one of the leading manufacturers of earphones, microphones, headsets and conference technologies. In June 2012, to ensure their position as a market leader they gave the Ingenics AG an assignment to create a long-term logistics concept. In July 2013, that assignment was topped off with the successful opening of the new beyerdynamic Service and Logistics Center in Talheim – a 2,400 m<sup>2</sup> transshipment center.



*Wolfgang Luckhardt, Managing Director at beyerdynamic.*

“Originally, we just wanted to expand our existing service and logistics center at its original location. But after seeing the first feasibility study, from Ingenics experts Marc Heckenberger and Stefan Flicke, it became clear that a simple expansion wouldn’t give us enough sustainability over the long run,” remembers beyerdynamic’s Managing Director – Wolfgang Luckhardt. As a result, everyone quickly agreed to accept Ingenics’ alternative of searching for a new beyerdynamic logistics site in the nearby city of Heilbronn.

## Site Search and Site Selection

Seeing the area around Heilbronn has a booming economy, its commercial real estate is also in high demand. Therefore the planned decision criteria needed to be clearly defined: capacities, location, logistics considerations and price. Afterwards, Ingenics discretely contacted various real estate agents, to review and evaluate different site options.

Following a final value-analysis in a workshop with Wolfgang Luckhardt and beyerdynamic's project manager Wolfram Läßle, the best option was selected: A new site in Talheim.

## Detailed Planning and Simulation

In February 2013, the next step followed: The detailed planning of the new site. In the next workshop, the necessary working space was established and a rough concept for the various goals was compiled. Here Ingenics experts finalized the concrete details, including: system design requirements, desired capacities, operational resources, and an optimal warehouse organization using ERP systems.

“Added to that, we simulated various target options with a virtual reality tool. That allowed us to realistically examine the warehouse facility in advance – including the planned equipment and handling processes. That also meant that beyerdynamic's decision-makers could get a good feeling for the facility's future operations. Plus it gave employees as well as key customers a valuable look into the future,” explains Stefan Flicke who was responsible for the detailed planning and realization of the new logistics site.

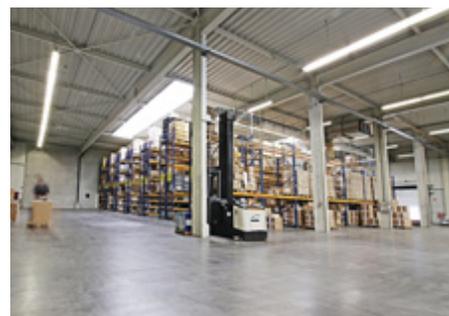
## Realization and Relocation

Based on beyerdynamic's finalized targets, additional specifications and bidding for the handling equipment in the new logistics center was conducted. Naturally, the entire bidding process was also organized by Ingenics – from comparisons of competitive bids to approval recommendations and eventually the coordination of deliveries from the selected suppliers.

Finally the last step came in July 2013: The relocation from the older logistics center to the new service and logistics center in Talheim – a 2,400m<sup>2</sup> transshipment center. Here too, Ingenics provided the detailed relocation planning: covering scheduling, resources and processes. Last but not least, Ingenics guided the CPI (Continuous Process Improvement) planning for the facility's new systems as well as their integration with other distribution related functions.

## Summary

The first successes became already obvious during the relocation phase: Despite some distribution restrictions and the start-up of new systems – actual operational results were significantly higher than in the previous months. “Thanks to Ingenics' integrated consulting, today we have a sustainable logistics system to distribute our products. And that applies to large as well as small order volumes. As a result, our company now has the brightest prospects for future growth,” proudly adds the beyerdynamic Managing Director – Wolfgang Luckhardt. ■



### About the beyerdynamic GmbH & Co. KG

Original founded in 1924 as the “Elektrotechnischen Fabrik Eugen Beyer“ – today's beyerdynamic stands for high-tech applications “Made in Germany” in the professional audio-electronics sector. Currently, the beyerdynamic GmbH is a leading manufacturer of earphones, microphones, headsets and conference technologies. And these premium products are still developed locally in Germany and manufactured by hand in the Baden-Württemberg city of Heilbronn.