



REICHERT
Holztechnik



2020 Customer Success Story

Real-Time Visibility for Reichert Holztechnik

Industry 4.0 is not restricted to linked production in your business but also the inclusion of external partners into the network. This is particularly true for businesses of the supplier industry that build effective processes with their suppliers and customers and must guarantee consistent quality while meeting deadlines. Reichert Holztechnik not only offers its customers a large variety of products in the highest quality but is now also being appreciated as a service provider for the labelling and packaging of materials in the industry. This development requires a software solution that provides real-time visibility for all manufacturing processes.

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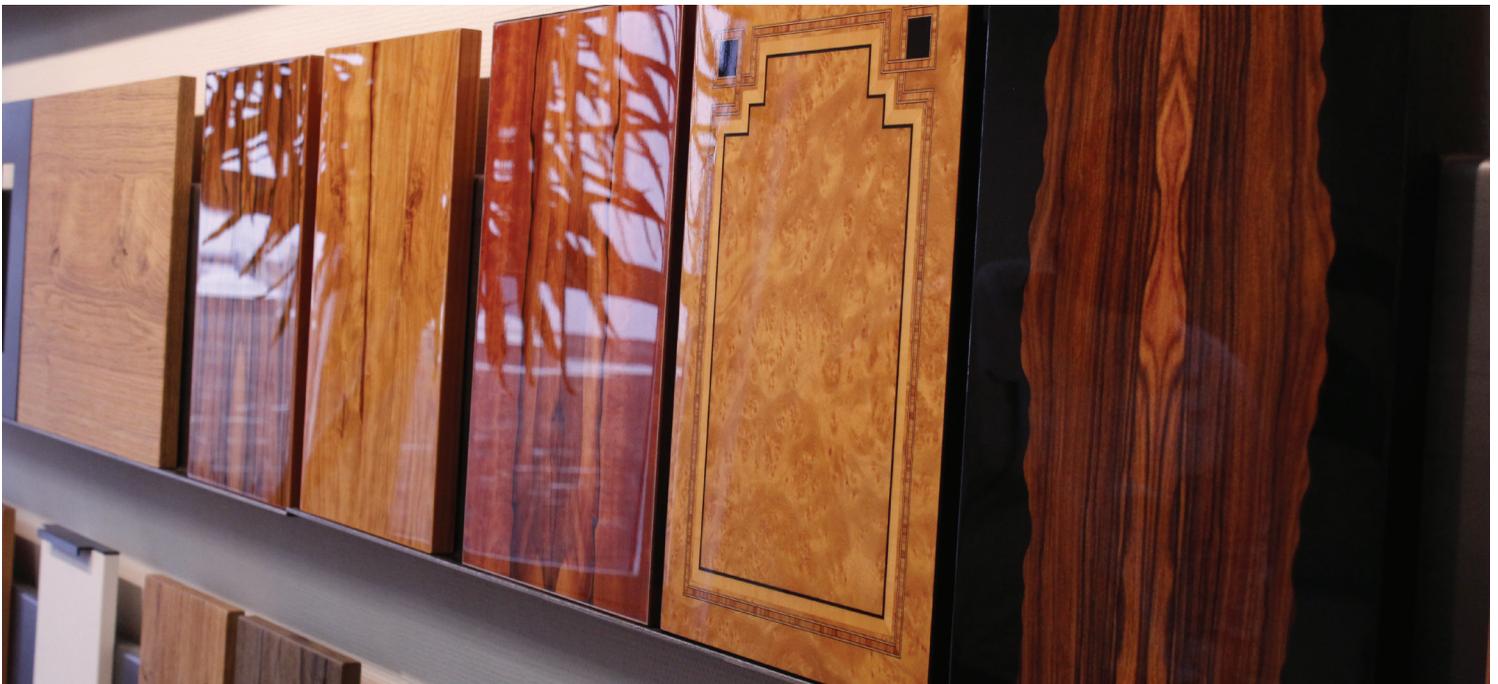
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Reichert Holztechnik

Founded in 1946 in Pfalzgrafenweiler, Germany, Reichert Holztechnik has grown into one of the largest suppliers of the German furniture industry. Roughly 90 employees at the Black Forest location manufacture high-quality furniture components and fronts as well as extraordinary wall coverings. The product range that is produced on a made-to-order basis includes more than 1,000 variants and generates an annual turnover of nearly 9 million euros. Not only do they supply the heavyweights of the kitchen furniture industry such as the Alno Group and Leicht Küchen, as well as the Swiss manufacturers Loosli or Herzog Küchen AG, but also the case furniture industry. Additionally, home builders and finish carpenters are supplied directly.

Focus on batch size 1

“We have always been in the supply business,” says Jürgen Gaiser, one of three managing directors at Reichert and responsible for the technical needs in the company. “Traditionally made mostly out of solid wood, however, in the mid 70s we started to concentrate more on high-gloss fronts.” At this point in time, Italy dominated the supply market because series production was cheaper in Italy. “Our customers, however, wanted local suppliers and as a result we stepped up the competence required for this. Due to our original customer structure, we shifted our production towards made-to-order production more and more – for batch size 1.” At Reichert, each customer can order any desired quantity of fronts: matte, high-gloss, processing fronts made of veneer wood, stone lacquer made of liquid natural stone, concrete or cement surfaces – the selection is almost limitless. “Our custom order-related production resulted in the fact that we did not have a finished parts warehouse and only had partially semi-finished parts in stock,” explains Jürgen.



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Maintaining visibility with 2020 Insight

“With all the custom orders, we must of course maintain visibility throughout the manufacturing process to ensure our customers receive the first-class quality they have come to expect and that their order is always delivered on time,” says Erhard John, managing director for marketing/sales at Reichert. “We often have recurring orders in which we have to deliver consistent quality, despite the different

Reichert Holztechnik was able to reduce its diverse component models from 1,000 to 300 with 2020 Insight.

What are the advantages of 2020 Insight?

- Offers a complete technical solution from incoming orders through to delivery.
- Enables real-time visibility for each order and component from the point of view of deadlines as well as in consideration of cost aspects.
- Increases the production efficiency of the personnel and systems and reduces operating costs.
- Implements an automation and optimization of the work-flows on the basis of business processes and company strategies.
- Enables intelligent management and shortens the order delivery cycle.
- Increases product quality due to improved data quality and significantly reduced master data and thus, reduces the necessity of post-processing.
- Recognizes changes in real time during production. Customer satisfaction is increased through the rapid notification of the updated production status. Furthermore, supply bottle necks can be avoided.

quantities. Because of our high concentration of custom orders that have both semi-finished products and complete products, computer tracking is necessary.” With the previous IT system, queries were only available at a sales order level but the view of individual components was missing. With 2020 Insight it is now possible to also look at the individual component level and gather all management data – with the touch of a button. “Previously we would write customer-specific queries for the sales tables. Now with 2020 Insight the query is automated and it significantly reduces the working time,” appreciated Uwe Häberle, commercial director, “furthermore the error rate is now practically zero.”

Reichert Holztechnik prior to implementation

A lot has been invested into new technology since the 2015 management buy-out and the acquisition of the company by the current managing directors Erhard John, Jürgen Gaiser and Uwe Häberle. “We also acquired new panel saws including a fully automatic panel storage system and installed a new edge bending machine within three months. Furthermore, we decided to implement an RFID-based part tracking in our production,” says Jürgen Gaiser. The company objective is to make the right decisions for a successful future and to grow sustainably. “Further development was no longer possible with our old IT system, because the interfaces did not work to some extent and changes could not be implemented because the programmer of the old system had retired,” remembers Jürgen Wolz, IT and project manager at Reichert. The desire for a new software solution became increasingly urgent in order to continue to meet the requirements of the new machinery and the market as well. “2020 Insight complied with our desire for standard software that was user-friendly, functional and provided real-time visibility,” says Jürgen Gaiser, who initiated the purchase in 2015, “and can still be adapted to our special requirements.” The objective was a uniform and consistent solution from electronic order import, offer and order processing, material and warehouse management and purchasing through to production and feedback. The consistent data flow was also to facilitate both

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the commercial as well as technical online evaluations of all types and provide real-time status information from production. "With 2020 Insight we found a software solution that met our requirements," says Gaiser, "furthermore, the system enables us to make our processes more flexible with increased process security – another advantage that speaks in favor of 2020 Insight."

The implementation phase

"The most important factor during the implementation of a new software is interdisciplinary communication," summarises Jürgen Wolz.

"On the one hand, changes are always difficult and rethinking processes that have worked for a long time is not immediately obvious for everyone. And of course, it is important not to forget that an implementation means additional work for all those involved – be it during the creation of master data, delivery of information or even the coordination of processes, procedures and responsibilities. During the entire process, it was crucial that we were fully supported by the management team, who took all of our problems on board in a serious manner, encouraged communication among one another and always indicated the direction we had to follow. A project as large as this requires teamwork because it is much too large to be managed alone. Therefore, it is important to mix the team and that each individual department has individuals to support them."

When the employees were informed, there were not only employee meetings at the start of the project, "round tables" were also introduced where it was easy to exchange ideas and communicate in an expedient manner. A lot of time was required for the development of master data. The training sessions not only defined the rules for this but also explained the logic behind 2020 Insight in more detail.

"In the beginning it was difficult to make the employees see the advantages of the changes," says Erhard John, "but from the moment at which the first real data was recorded, everyone could see the positive impacts 2020 Insight had on our company."



Improvements at Reichert Holztechnik

Even if not all processes and procedures were converted, it is already possible to see the advantages of converting to 2020 Insight:

- Complete real-time visibility of the current processing statuses is now possible.
- Inventory levels and material consumption are integrated, enabling contribution margin accounting.
- Management evaluations and individual reports can be accessed in real time with a touch of button.
- Despite the wealth of new information, the data redundancies were substantially reduced, while the data quality was significantly increased.
- Faulty data is now virtually excluded due to a consistent data flow.
- Designing delivery notes or other information following customer requests can now be managed individually.
- Production planning, including backward and partial forward scheduling, is now possible.



BLACK FOREST MADE



Jürgen Wolz, Jürgen Gaiser, Uwe Häberle, Erhard John

- In many departments it was possible to achieve a greater output with the same number of employees.
- Annual planning including budgeting has been simplified.
- Production control including checkpoints with RFID-supported feedback creates complete visibility of the current production status.
- Necessary CNC-data is now provided by 2020 Insight through component identification by scanning the bar code directly on the machine.

“Our business can now be processed in all respects with the support of 2020 Insight,” says Uwe Häberle, “however, there are of course a few wishes that are still open, which we would like to fulfil with the software. My goal is to have all economic data such as timings, plans, prognoses and production data prepared and available with the touch of a button in order to be equipped to face the future.”

About Reichert Holztechnik

Founded 1946, Wilhelm and Charlotte Reichert in Pfalzgrafenweil in the district of Freudenstadt started the business with handmade corks and small furniture components. They continued to develop their product portfolio, expanded, bought new machines and in the same year, they founded the wood products factory, Reichert. They offered lamps, turning parts, frames for upholstery, children’s furniture and much more. At the start, Reichert focused on first class products and outstanding processing – the foundation for its success.

In 1973, the founder’s son, Ulrich Reichert took over as the manager of the company. He specialised in the development and production of high-quality furniture fronts made of solid wood and paint and thus, ensured growth and expansion. As a result, they acquired customers from all around Germany and beyond.

In 2015, the long-standing employees Jürgen Gaiser, Uwe Häberle and Erhard John took over company management as equal shareholders. Today, Reichert Holztechnik GmbH & Co. KG is a modern, medium-sized company with roughly 90 employees.

The company views itself as a reliable partner of the international kitchen and bathroom furniture industry, exhibition and ship building, in residential and commercial buildings and many other sectors. On a total of 11,000 m² the highly trained employees produce a wide range of products from individually produced single pieces through to large-scale production with highly modern machinery.

High-quality standards for products, deliveries and services and the diversity of the product range is the reason the company is now a qualitative market leader. Customer satisfaction is particularly important.