



störmer
german kitchen since 1958

2020 Customer Success Story

Flexibility for the international market

If you wish to operate successfully in the international furniture manufacturing business, putting clear blue water between yourselves and the competition in the global market with exceptional product quality is not enough. You also need to be highly flexible in terms of order processing and customer-specific production. Whether laser-cut edges or EcoPro, sustainable improvements in quality are the focus at Störmer Küchen. The degree of variability and the uniform height grid provide the required product flexibility.

This is supported by an integrated software solution, 2020 Insight, in which all processes can be represented transparently.

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Störmer GmbH & Co. KG

140 employees work at two sites for the kitchen manufacturer Störmer to ensure that customers can rely on the high quality of the products. Founded in 1958, the company has since then focused on offering high-quality kitchens at an attractive price. Whether you want something particularly customized, with floating elements, no handles, or the standard model with its many variations, the choices are many since semi-custom and custom production is the rule, not the exception. Every year around 12,000 kitchens leave the factory of which almost 50% leave Germany to be shipped both to neighboring countries and the Middle East or Asia.

Contract business and consumer orientation

"We have a very international mindset," stated Christoph Fughe, Störmer's Managing Director. "Our project business, where the core area is Asia, requires flexibility in many company divisions." In order to guarantee the consistent quality of the goods on arrival in Asia, after the products have been subjected to a wide range of climatic conditions in containers, the EcoPro basic frame was developed, which is particularly water-repellent and withstands the most adverse of conditions. "The high level of customized production does not just place particular demands on product development, but also on software. We chose 2020 Insight, because it can be exactly customized for our needs," said Fughe, explaining his choice. "We wanted to get away from the multiplicity of programs in the various departments and use an integrated software solution which also allows us to keep the customer in mind." As one of the few manufacturers in Germany, Störmer also has an online portal, KitchenClick, which offers consumers the option of customizing their own kitchens and then ordering it from a furniture dealer. "That's the future," said Fughe with conviction, "and 2020 Insight provides the basis for it."



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2020 Insight – an integrated solution

“Our aim is to digitize all divisions and reduce the number of pockets of information that have arisen from isolated legacy systems,” the Störmer Managing Director said. From design to the graphic order entry, material management to the inventory, up to production and machine connection, 2020 Insight

2020 Insight replaced five different software solutions at Störmer Küchen.

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 automation and optimization of workflows 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.
- Detects changes in real-time production. Customer satisfaction is increased through the rapid notification of the updated production status. This also means that supply bottlenecks can be avoided.

bundles all processes in a uniform and integrated software solution. Redundant master and transaction data are now a thing of the past, the administrative staff save a lot of time and effort and the error rate is significantly reduced.

Nico Bültermann, Störmer’s head of IT, explained: “All the catalogs are recorded in a database, including technical drawings and dimensions. New product data can be recorded quickly and dimensional changes are made easy by the number variables available. So a customized product order can now be produced and flow through the factory as a standard product.” However, 2020 Insight goes a step further: Changes to product data automatically initiate the necessary changes in the workflow, as well as in the warehouse, if a spare part or new purchase part is required. This increases both the efficiency and the flexibility of production.

Improvements at Störmer Küchen

Not all 2020 Insight processes have gone live yet, but the initial benefits are already visible:

- A market-oriented, graphic planning system is now available, with a planning catalog created by Störmer itself.
- 2020 Insight superseded and replaced various isolated legacy systems, such as the storage and manufacturing feedback. This has made data handling significantly easier.
- Redundant master and transaction data, along with information pockets, have been dismantled – meaning errors will be significantly reduced.
- Internal and external logistics are now connected and this has enabled a continuous flow of goods and information.

“We have replaced five in-house systems with 2020 Insight and thus have implemented a continuous E2E solution,” Christoph Fughe summed up. “The next step is to further exploit the benefits of the software solution, so we are best equipped to achieve effective, networked manufacturing.”

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About Störmer Küchen

Störmer Küchen was founded more than 50 years ago and is a traditional company which started off producing kitchen sideboards and today specialises in bespoke fitted kitchens. The company has medium-sized furniture and specialist kitchen shops as partners, where you, the customer, can purchase a Störmer fitted kitchen.

The monobrand stores in China, Oman and Singapore provide evidence of the manufacturer's high export ratio. Störmer has been manufacturing modern kitchens since 1958 with an elegant, timeless and design-oriented approach. The manufacturer meets the requirements of individual customers with a total of four kitchen lines. The 13-grid system makes possible a wide range of alternative designs and ensures harmonious alignment. The kitchens can be adapted to the needs of the customer.

With a selection of over 250 available fronts, in four product lines, the thick-edged plastic fronting is made in their own factory with their own technology for laser-cutting edges. Special designs are also made there on request. The manufacturer sources painted, glass and solid wood fronts from regional suppliers. The large selection of fronts and colour-schemes means that your kitchen can be designed for you personally. There is a choice of over 300 standard colours, along with special finishes in matt or gloss. The Störmer range includes elegant designer kitchens composed of mixed trend materials, such as glass, leather and painted surfaces. The kitchen design is characterised by understated alignment, showcasing minimalism and formal definition. The extensive, continuous high-gloss fronts and the generously open structure are aesthetically pleasing. But design-oriented, classical kitchen interpretations are also available: a combination of the traditional and the modern which can only impress.

Furthermore, the KitchenClick kitchen is included in the manufacturer's range. Customers can assemble their dream kitchen online. The finished design is then sent to a dealer local to the customer.

All kitchen furniture available online at KitchenClick are made by Störmer and can be supplemented with other furnishings from the kitchen manufacturer's range on request. The design of Störmer fitted kitchens complies with all current guidelines and is guided by current trends. Customers also have no need to dispense with quality and convenience in functional details, such as hinges, shelving, drawer fittings and other accessories.

High-quality Störmer kitchens, conceived with the customer in mind, fall into the medium-price category.