



ROTHBAUM
CONSULTING ENGINEERS

Schenker
Storen

Manufacturing Footprint Europe

Strategic conception, site selection and factory
planning



An overview

The value creation network of Schenker Storen AG is to be designed in terms of locations, capacities and product allocations for the future development of the company. The warehouse and production capacities as well as all processes were analysed in detail. A selection of possible production sites in Europe was examined and visited in the course of the project. The economic viability in the context of the footprint concept developed was assessed.

Schenker Storen AG

- Leading sun and weather protection company based in Schönenwerd, Switzerland
- The Group also includes Schenker Stores France SA in Thanvillé (France) and EHRET GmbH in Mahlberg (Germany)
- 1,400 employees generate sales of over CHF 300 million
- The main markets are Switzerland, Germany, France and Austria

Services

- Alignment and configuration of the Schenker Group's future value creation network
- Site selection and planning of a new production plant in Europe
- Restructuring of existing production sites in Switzerland, France and Germany

Results

- Staged implementation plan for the strategic realignment of the manufacturing footprint
- Increasing efficiency and reducing manufacturing costs by optimising the design of existing production plants
- Selection of an optimal production site in Europe to expand the value creation network
- Comprehensive profitability assessment to support decision-making

„The Rothbaum consultants' approach has made a decisive contribution to ensuring that our new Manufacturing Footprint provides convincing answers to the strategic challenges of the future.“

Christian Skolnik,
Chief Operating Officer

Schenker
Storen

I look forward to your questions!



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