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WÜSTHOF



WÜSTHOF is restructuring its packaging and shipping logistics for 2030

Standardization of packaging, optimized material flows, and a practical vision for the Solingen site



From a New Packaging Concept to Scalable Logistics

A new packaging concept at WÜSTHOF reduces the complexity for individual knives from approximately 97 types of outer packaging to a standardized concept with seven sizes. However, the existing logistics system was not designed to handle this fundamental change.

Based on this, Rothbaum developed an integrated blueprint for the packing department, warehouse, order fulfillment, material flow, and organization. Redesigned workstations, the joint fulfillment of knives and packaging, and the integration of labeling create the conditions for efficient implementation.

The result is a scalable packaging and shipping logistics system through 2030—with improved space utilization, clear processes, and no projected need for additional staff.

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From Complex Packaging Processes to Scalable Logistics

Challenge

WÜSTHOF faced the challenge of aligning its packaging and shipping logistics with the volumes projected through 2030. High levels of manual labor, long distances, limited space, and approximately 97 different types of outer packaging resulted in a high degree of complexity. At the same time, the logistical requirements for the new, standardized packaging concept had to be established.

Implementation

Rothbaum analyzed processes, data, and material flows and, in collaboration with WÜSTHOF, developed an integrated vision for the packing room, warehouse, order fulfillment, and shipping. To this end, the layout, warehouse concept, transport logic, workstations, and organization were aligned with the new packaging concept and translated into ten coordinated measures.

Results

The target vision that was developed lays the groundwork for implementing the new packaging concept and establishing a scalable logistics system by 2030. Standardized packaging, optimized space and material flows, and a new staging and role-based system will enable the planned growth without the need for additional staff.

88 %
addressed the vulnerabilities that require action

~97 → 7
Packaging Options for Individual Knives

3 FTE
Additional staffing needs avoided through 2030

> With the jointly developed vision, we have established a clear and robust foundation for making our packaging logistics more efficient, making better use of space, and taking a structured approach to the next steps in implementation.



Klaus Willmann
Chief Operating Officer (COO)
WÜSTHOF GmbH



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Detailed Results

- Logistical implementation of the new packaging concept through a modified packing area, material staging, material flows, and organizational structure
- Development of a coordinated target layout across all levels to enable more efficient use of existing space
- Increase in warehouse capacity through a new warehouse concept and the reintegration of previously outsourced space
- Reduction of manual movement and transport through the joint staging of products and packaging, as well as a clear division of roles
- Economically sound automation: a hybrid warehouse solution instead of unprofitable full automation
- Ten coordinated implementation measures, including an investment estimate and a prioritized ten-month roadmap

The new packaging concept can be implemented operationally through an integrated vision for logistics, layout, and organization, and is scalable through 2030.



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