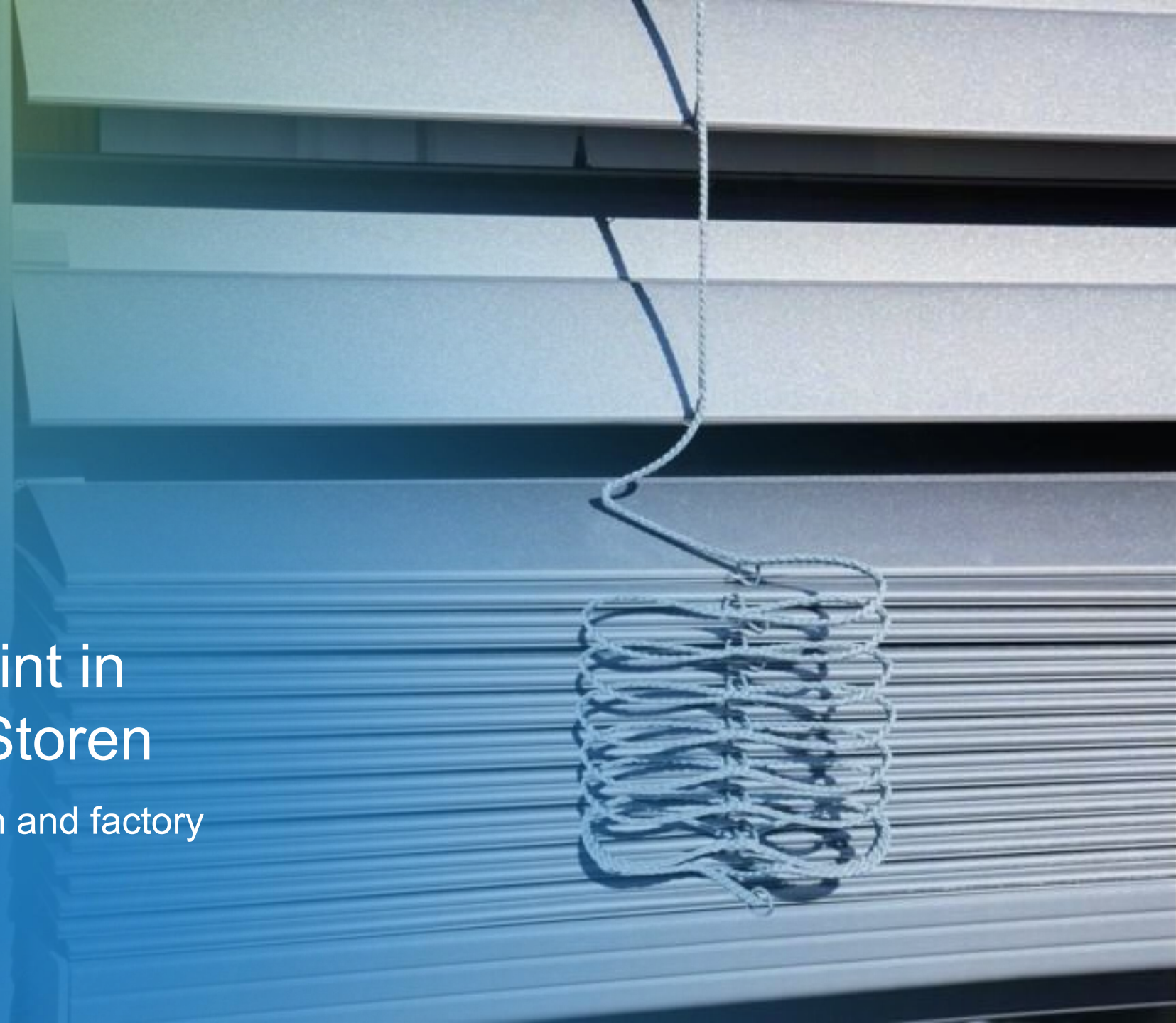


Schenker
Storen

Manufacturing Footprint in Europe at Schenker Storen

Strategic conception, site selection and factory
planning



Strategic Realignment of the European Production Network

Schenker Storen AG is a leading provider of sun and weather protection solutions headquartered in Schönenwerd, Switzerland, and, together with its subsidiaries in France and Germany, employs approximately 1,400 people.

To optimally structure the value chain for the company's future development, existing production sites and capacities were analyzed, and potential locations in Europe were evaluated.

Rothbaum Consulting developed a future-proof manufacturing footprint, provided support in selecting a new production site, and devised measures for restructuring existing plants in Switzerland, France, and Germany.

Optimization of the international production network

Challenge

The challenge was to optimally align the value chain for the company's future development in terms of locations, capacities, and product allocations. To achieve this, existing production and warehousing capacities as well as processes had to be analyzed, potential production sites in Europe had to be evaluated, and the economic viability of the future footprint had to be assessed.

Implementation

Initially, the existing production and warehousing capacities, as well as the relevant processes, were analyzed in detail. Subsequently, potential production sites in Europe were evaluated and assessed through site visits. Based on this, the future manufacturing footprint was developed, evaluated from an economic perspective, and a phased implementation plan was devised.

Results

Based on the analyses, a phased implementation plan was developed for the strategic realignment of the manufacturing footprint. Existing production facilities were optimized for efficiency and manufacturing costs, and a suitable production site in Europe was selected. A comprehensive feasibility analysis supported the decision-making process.

3

Production facilities in Switzerland, France, and Germany Restructured

1

Selected and planned production facility in Europe to expand the network

1

Staged implementation plan for the strategic realignment of the manufacturing footprint



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.



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