

# BEIERSDORF STANDARDIZES PRODUCTION ON TRACE-IT® SOFTWARE SOLUTION

The NOVEXX Solutions Trace-it® software ensures visibility across Beiersdorf's global manufacturing chain.

## BACKGROUND

Founded in 1882, Beiersdorf AG is a personal care product manufacturer based in Hamburg, Germany. The company employs over 16,500 worldwide and has labs in Hamburg, USA, Japan, China and Mexico focused on researching regional skin types and needs. Its brands include Elastoplast, Eucerin, Labello, La Prairie, Nivea and tesa SE.

## THE CHALLENGE

Beiersdorf was already using the NOVEXX Solutions Trace-it software in eight production sites across Europe when the company decided to expand its implementation to Mexico for the North American market. Their plan was to standardize their use of Trace-it in their plants to manage marking tasks while integrated with SAP data throughout the manufacturing process.

## SOLUTION

In close collaboration with the EMEA based software and system integration teams of Beiersdorf, the Trace-it software was rewritten to meet the customer's system requirements and comply with U.S. Food and Drug Administration (FDA) rules. Once everything was installed, the team in Mexico helped train staff at Beiersdorf's new facility serving the North American market.

"Beiersdorf now has greater flexibility and transparency at its plants. The direct integration with its SAP enterprise software means employees can now preview SAP label information using Trace-it," said Jürgen Heim, Director Sales & Service for Novexx Solutions GmbH. This means before launching the order, the employee is able to ensure the printed label has the correct layout. "The plants also have a direct link with SAP, which gives them traceability throughout production." added Jürgen.

"At the moment, we are working on an expansion of our Trace-it solution to address a new FDA requirement for unique device identifiers, or UDI," noted Bram Vanisterbecq, NOVEXX Solutions systems integrator.



## RESULTS

"We liked both the global presence and its combination of hardware and software capabilities to support all of our sites," commented Frank Röhle, Project Manager of the Technology Development Team at Beiersdorf.

Trace-it has now become a standard platform for Beiersdorf. The company plans to equip all its plants around the world with this solution over the next few years.

Beiersdorf clearly experienced the NOVEXX Solutions mission to elevate brands and accelerate performance. The company improved its supply chain performance by integrating existing SAP data into its marking process through the use of Trace-it software. They also elevated their brand by associating the product logo on each label.

## INDUSTRY

Healthcare

## AT A GLANCE

Beiersdorf, a personal care product manufacturer based in Hamburg, Germany, wants to standardize its marking tasks by integrating the marking process with SAP data throughout the entire manufacturing cycle.

### The Challenge

Expand the implementation of Trace-it software to the company's Mexican plants and adapt it to be compliant with local market regulations (FDA compliancy).

### Results

- The use of Trace-it software created labels previews for SAP
- Supply chain flexibility, transparency and efficiency was increased
- The direct link established between SAP data and the production process increased the company's production traceability

#### Novexx Solutions GmbH DEUTSCHLAND

Tel. +49 (0)8165 925 299  
info.deutschland@novexx.com

#### Novexx Solutions B.V. NEDERLAND

Tel. +31 (0)30 760 90 11  
info.nederland@novexx.com

#### Novexx Solutions USA

Tel. +1 (0)610 4730751  
info.usa@novexx.com

#### Novexx Solutions GmbH ITALIA

Tel. +39 0331 1855511  
info.italia@novexx.com

#### Novexx Solutions B.V. BELGIE

Tel. +32 (0)2377 80 02  
info.belgie@novexx.com

#### Novexx Solutions CHINA

Tel. +86 (021) 2215 7665  
info.asia@novexx.com

#### Novexx Solutions GmbH FILIAL SVERIGE

Tel. +46 (0)31 68 30 40  
info.sverige@novexx.com

#### Novexx Etiketleme Sistemleri Tic. A.Ş. TÜRKİYE

Tel. +90 216 564 81 81  
info.turkiye@novexx.com

#### Novexx Solutions GmbH POLSKA

Tel. +48 (0)605 957108  
info.polska@novexx.com

#### Novexx Solutions S.A.S. FRANCE

Tel. +33 (0)825 82 61 52  
info.france@novexx.com

#### manroland India Pvt. Ltd. INDIA

Tel. +91 (11) 47002900  
info.india@novexx.com