

BEIERSDORF OPTIMIZES ITS GLOBAL LABELING PROCESSES

Skin care product manufacturer Beiersdorf centrally manages its product labeling with software solution TRACE-it® and increases its efficiency.

BACKGROUND

The NIVEA brand stands for skin care products that millions of people trust worldwide. The company behind the brand is Beiersdorf AG. Other internationally renowned brands in the Group include Eucerin, Labello, La Prairie and Tesa.

Founded in 1889, the company already had production sites in 23 countries in 1930. Despite this long experience in international business, Beiersdorf’s increasing worldwide network and ever faster globalization represent a constant challenge.

THE CHALLENGE

Beiersdorf manufactures its skin care products for regional markets at around 20 production sites worldwide. The company not only has to adapt its products to local consumers, but also meet different requirements for labeling and coding. For example, the site opened in Silao, Mexico, in 2014, which also supplies the North American market, must comply with strict regulations of the U.S. Food and Drug Administration (FDA).

At the same time, it was Beiersdorf’s goal that its brand labels should have the same visual appearance worldwide, regardless of production location, and that this should be implemented as easily and cost-effectively as possible.

AT A GLANCE

Beiersdorf AG wants to standardize its labeling processes worldwide. TRACE-it® offers the solution:

- Integration of various locations, labeling devices and orders into the existing SAP system
- Increased flexibility, transparency and efficiency thanks to centralized management of all labeling processes
- Increased assurance through a centralized system, for processing, preview and control of label layouts
- Increased transparency with complete traceability throughout the entire production process

Key questions and challenges for the project:

- **Increase uniformity:** Labels are a key element in the overall appearance of the product on the shelf. How can we ensure a uniform look?
- **Enable centralized management:** Is it possible to manage all labeling processes centrally?
- **Follow (regional) guidelines:** How do we ensure that labeling meets all (also regionally different) requirements?
- **Avoid errors:** How can we avoid errors in the labeling process?
- **Become more efficient:** How can we combine these points to become more efficient overall?



THE SOLUTION

With the introduction of the TRACE-it® software solution, more than 250 labeling devices at 13 sites were integrated into a central data and process management system.

In close cooperation between NOVEXX Solutions and Beiersdorf's software and system integration team, the basic software was adapted to Beiersdorf's specific system requirements. TRACE-it® was integrated as a middleware solution.

All relevant data is imported daily from Beiersdorf's SAP system to the TRACE-it® SQL database. TRACE-it® also receives additional production information from two other MES systems via web service.

Each connected site has its own TRACE-it® server, which controls all local printing and labeling orders. With TRACE-it®, it is possible to manage all systems from the company's headquarters. Beiersdorf can therefore ensure a uniform appearance of the labels at its sites around the world. The traceability of all labeling processes throughout the entire production process is also supported. Should an MES fail, an emergency system ensures additional process reliability.

The correct labeling of the products with a tray label and a shipping label are an essential requirement for delivery. TRACE-it® ensures that the right information is delivered to the right place at the right time and supports traceability.

» We really liked the global presence and combination of hardware and software solutions to support each of our sites. «

Frank Röhle, Project Manager of the Technology Development Team at Beiersdorf

THE RESULT

With TRACE-it®, Beiersdorf is able to integrate its existing SAP data into the labeling processes and increase efficiency along its value chain. The harmonization of the IT infrastructure also increases process reliability. The central management of the printing processes enables the company to guarantee uniform branding across all markets.

With the introduction of TRACE-it® the following results have been achieved:

- **Centralized management:** Using TRACE-it® as middleware and with its own database, labeling processes can be centrally controlled.
- **Increased efficiency:** Thanks to the integrated, central solution, labeling tasks are completed much more efficiently, which saves time and money.
- **Reduced errors:** Thanks to the central management and control of Print & Apply systems from different manufacturers, the duplication of manual work is no longer necessary and errors are minimized.
- **Increased process reliability:** With respect to legal requirements and guidelines, centralized management provides more assurance and controllability.
- **Visual appearance:** Thanks to the central system and management of label layouts, labeling is now visually unified.

"Thanks to TRACE-it®, Beiersdorf now has even greater flexibility and transparency at its production sites. The direct integration with SAP business software now enables employees to retrieve information for the labels via TRACE-it®", explains Jürgen Heim, Director Sales & Service at NOVEXX Solutions. Employees at the integrated sites, for example, can now ensure that the label is correct before they create a labeling order.

For Beiersdorf, TRACE-it® has become a standard platform. Today Beiersdorf has equipped all its own production sites around the globe with TRACE-it® and plans to offer the system to subcontractors and subsidiaries as well.

No matter whether you are a small, medium or large company, with one location or have a global presence, if you have a small or vast product range – TRACE-it® offers a flexible solution with which you too can achieve outstanding results and greatly simplify your labeling tasks.