

CASE STUDY : Fuchs Lubricants (China) Ltd

LOGISTIC AND WAREHOUSE CONCEPT

> Initial situation

All Marketing Items, Corporate Communication Material and POS-Material were stocked in an own-operated Warehouse in Shanghai. These marketing materials were on constant stock with the raw materials and finished core products of Fuchs. All items were sent to Fuchs' distributors and premium clients (around 500 in China) directly after shipping request by Fuchs Lubricants, Shanghai.

> Solution/ implementation by aeptis

Due to the nature of the core business of Fuchs Lubricants, it has been decided to outsource the fulfillment of warehousing and logistics to the distributors including the relevant services in order to gain a reduced Total Cost of Ownership in Marketing Fulfillment with an increase of transparency related to items on stock, stock alerts, shipping request and volume. There are between 1,500 to 2,000 deliveries annually to the distributors all over China.



> Client benefits

- The warehousing and logistics of marketing materials were rendered more efficient and the costs could be measured and analyzed as these costs were separated from the logistics costs of the core business.

- The simplification and optimization of the processes for warehousing and logistics reduced the total costs of the fulfillment of marketing materials.

- The quality of the marketing materials was increased as these materials would previously have the smell of the lubricants

with which they were stocked before.

- Fuchs gained more needed space in their own operated warehouse to stock their core products as well as their raw materials.



PARTNER INFO

> FUCHS LUBRICANTS (CHINA) Ltd.

FUCHS, a German company founded in 1931 is the world's largest independent manufacturer of lubricants and related specialty products. Fuchs produces a wide range of products, which include automotive lubricants, metalworking lubricants, industrial, civil engineering, and hydraulic products.

> Industry Chemicals

> Sales € 1.7 billion (2011)

> Staff 4,000 (2011)

> USP Supplying innovative and high performance lubricants as well as technical support.

aeptis SERVICES

> Consultancy

> Process optimization

> Logistic management

> Warehousing

> Fulfillment

> Advertising media packaging