

# WAREHOUSE MANAGEMENT BY E+P



BEST RUNNING  
WAREHOUSE

SUPER-MAX

RUNS LFS

EHRHARDT+PARTNER

WESLEY INTERNATIONAL LTD

## CHALLENGE

- Warehouse processes were not standard
- Start off with given time limit and investments on interfaces
- Issues with item master

## SOLUTION

- Warehouse management system LFS
- Windows Server IBM
- Handhelds implementation

## RESULTS

- Keeps track of its inventories in any Supermax third party warehouse
- Path optimization
- 100% transparency

## Super-Max simply innovates with LFS - a sustainable solution to their Warehouse

A global company with operations spread over 5 continents and one of the leading manufacturers of razor blades and one of the fastest growing brands in pre-, during- and post-shaving products has chosen the award winning warehouse management system LFS from Ehrhardt + Partner for its multi-location warehousing facilities.

Supermax is the fourth company in the Middle East Region to implement LFS from E+P which as well as giving permanent transparency of inventory over all locations guarantees compliance with all future international logistics standards and significantly optimizes the warehouse processes.

After a lengthy selection program and deliberation lasting many months, Supermax chose LFS from the various systems available. The project was realized by Ehrhardt + Partner Solutions in Dubai located close to Supermax's new main state-of-the-art facilities in Jebel Ali.

■ The implementation

There were many non-standard challenges for the project team such as details within the item master and bin location name format. The warehouses are now split into zones and use of the new bin locations enables optimization of routings through the warehouse on a customer/order level. In addition to efficiency improvements the accuracy of the pick process has improved. There are also many shipments from different locations and with the implementation of the WMS there is more detailed and punctual information regarding ETAs (Expected Time of Arrivals) and full visibility of stocks throughout the group (including those with 3PLs). Inventory data was previously manually transferred from the 3PL providers and therefore the accuracy level was less reliable.



**Super-Max**

- Company headquarters in Dubai, United Arab Emirates
- A team of over 7.000 people spanning 60 nationalities
- 19 regional offices

■ Benefits at a glance

Even though the project meant a partial reorganization of the warehouse operations the acceptance of the WMS was very high. System flexibility and easy to use customized solutions were deciding factors.

“The system optimizes the use of all warehouse resources such as storage space, material handling equipment and personnel” explains Mr. Muthanna Muckatira, General Manager of Ehrhardt + Partner Solutions. The main customer benefits in short are accuracy, transparency and efficiency.

“It is amusing to see how easy and organized our work has become” says Mr. Pradeep Taylor, Global Chief Operations Officer, “whether locating a specific pallet, preparing a packing list or tracking the inventory of a required product within the warehouses around the world”.

For the first time in the Middle East the customer has chosen an IBM Power 7 server with Windows. Mr. Sai Jaswanth, project leader for Supermax, points out that he could see a lot of benefits only two weeks after Go Live. “Our project analysis, preparation and training were major contributors to a successful implementation. There were no interruptions of the operations and with this installation the colleagues need no longer rely on information from suppliers. Perfect processes are guaranteed and the system can support and facilitate further expansion of Supermax globally”.



Easy to operate  
i.e. no excessive  
training is  
required



## ■ Ehrhardt + Partner

The Ehrhardt + Partner Group has become one of the leading experts in warehouse logistics at an international level. Founded in 1987, Ehrhardt + Partner has developed into an internationally active group of companies with more than 300 employees at six locations. Company solutions are currently being successfully employed on five continents.

Together with the subsidiaries, Ehrhardt + Partner offers integrated total solutions for warehouse logistics from one source. Conceived for a professional use in practice, all products are subject to ongoing development to keep them at the highest standard. This is why the products distinguish themselves with a very high level of quality offering the customer security for the future and their investments. The product range of Ehrhardt + Partner incorporates the LFS warehouse management system, warehouse planning and consulting, Pick-by-Voice and wireless data solutions, material flow computers, hosting and managed services, individual customer-specific solutions and warehouse seminars.

Throughout the world, customers of Ehrhardt + Partner value the sound warehouse-related advice, the extensive expert knowledge in warehouse logistics, the professional project management, short project run-times, on-time commissioning and reliable support. There are currently more than 700 successfully implemented warehouse sites of all industries on the group's list of references.

### AT A GLANCE

- Extremely user friendly
- Easy to decipher
- Any errors or omissions can easily be reflected as Ehrhardt + Partner's interactive after-sales service is always available, around the clock any day of the week
- Increase in picking quality and speed

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