

Freudenberg & Co. KG

Supply Chain Excellence Programme

Dr. Martin Stark

Start-up assistance for “SCM Excellence” – Supply Chain Programme Management at Freudenberg & Co. KG

ZLU helped through interim management at the group level with the rapid implementation of our objective to “turn talk into action” and with driving our “SCM Excellence Programme” forward. Through the ZLU-led analysis on the “SCM Programme Readiness” objectives could be agreed on with every subsidiary, which are currently being implemented by the management of the respective subsidiaries in specific SCM programmes. By means of a specially developed SCM-Reporting system we are monitoring the progress of our SCM initiative throughout the entire group.

Freudenberg is a group with 14 operatively independent business groups which are active in 53 countries around the world, thereby generating a consolidated turnover of more than € 5 billion. We supply seals, vibration components, filter, separating agents, and lubricants to almost all automotive manufacturers in the world and increasingly also to customers from other industries such as engineering, the energy and chemicals industry, medical technology and the pharmaceutical sector, as well as the textiles and clothing industry.

ZLU is a process and management consultancy with a high-level of specialist knowledge that managed the implementation of a “Supply Chain Excellence” initiative without any start-up losses.

Dr. Martin Stark, CEO and Managing Director



At our international management congress in Chicago in 2006 we set ourselves the goal of achieving SCM excellence throughout the group. It was agreed to improve delivery reliability, inventory levels and sales profitability significantly by means of excellent supply chain management. In order to support the operative business units in the implementation of their “Supply Chain Excellence” strategies – particularly in the start-up phase – we established a central Supply Chain Programme Management.

As an interim step we transferred this function to Dr. Michael Debuschewitz, CEO and Managing Director of ZLU, and one of his consultants. ZLU is a process and management consultancy with a high level of specialist expertise that managed the implementation of a “Supply Chain Excellence” initiative without any start-up losses.

With ZLU we have evaluated the current status of the “SCM Programme Readiness” of the subsidiaries and agreed individual goals. An appropriate reporting system was set up to monitor progress towards achieving the objectives and a regular networking system of the SCM Managers was initiated.

ZLU helped us to quickly implement our initial objective of “turning talk into action” and to transfer the responsibility for achieving the agreed SCM goals to the operative units with confidence.