



## FOCUSED ON CUSTOMER LOYALTY

### Schnitzer Group as advisory interface between supplier and OEM

German automobile manufacturers follow an international product policy and purchase their manufacturing parts from suppliers from all over the world. Regular visits, personal communication and necessary skills and know-how are fundamental when it comes to their positioning in the market. In these cases, Schnitzer Group acts as coordinator between OEM or TIER1 and supplier, as in the case of C.F. Gomma Group located in Italy.

In 2009, the Italian supplier for automotive rubber/metal parts, C.F. Gomma closed its German subsidiary due to strategic decisions. Appropriate customer support from the headquarters in Passirano (Italy) was simply not possible. "This was the reason the management from C.F. Gomma contacted us in 2010. They needed support

in their activities on the German market", explained Reinhold Scheiffele, Director Customer Management at Schnitzer Group. Since then he has been coordinating German business relations for the Italian market leader of antivibration and powertrain components for passenger cars, low commercial vehicles and trucks.

Alongside organizing and supporting joint talks, his tasks also include defining quality issues, performing audits and identifying ways the company can expand and present the latest trends and expectations from the OEM side of the market.

**We asked Gabriele Ravasi, Sales Director at C.F. Gomma...**

**What are the benefits of working with the Schnitzer Group?**

The company C.F. Gomma employs a team of over 1,000 people in five locations in Italy, Poland and Brazil. A presence on the German market and close connections to manufacturers such as VW and Daimler are essential for us. Working with Schnitzer as the coordinator here guarantees customized support for our clients. Their expertise on the national market means we don't have to be present in the country ourselves.

**How does it work exactly?**

We prepare audits with Schnitzer, for example. These are crucial in the field of procurement and we place great value on them. Success rates in this can be measured various tests.



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Dear Reader,

Procurement on international markets is already the focal point of a German car manufacturer's product policy. If they want to position themselves in a competitive environment, working with suppliers worldwide will become even more important. Companies extending their supplier base on an international scale, carefully examine whether the supplier is the right fit as far as expectations and requirements is concerned. It is particularly difficult for suppliers not based in Germany to position themselves with OEMs. This is where our division Customer Management comes into play. Acting as intermediaries between both parties, we act as dialogue facilitators, support customers when carrying out audits and accompany OEMs when they visit suppliers. You can find out more about Customer Management – the Schnitzer way, in this edition of the newsletter. 

Your

Peter Schnitzer

# ON TOUR WITH A CUSTOMER ASSIGNMENT

International business projects are one of Schnitzer Group's main areas of competence. And this is why our credo is: 'Schnitzer is at your side regardless of where the skills are needed'. Our team members Alexander Kraus and Markus Prokop begin a normal week early with a coordination appointment with the customer. With the information still fresh, they travel to Frankfurt and meet with their colleagues to discuss further details before jetting off. Specialist knowledge is a must during q-planning and ramp up management with suppliers. Changes are needed here, process optimizations there. And always with the main goal in mind: Fulfil customer specifications. Two intense days later, days which are characterized by tracking projects and coordinating different

elements, Prokop and Kraus find themselves at the airport again – this time bound for Germany. In a bid to save time, they compile a report for the customer on the way back. "Our customer receives the latest information just in time", comments Alexander Kraus "Schnitzer delivers project- and quality management under one roof – this is an added value for our customers", reports Markus Prokop. It's late when the colleagues arrive at their destination leaving behind a grand total of 1,600 kilometers in the car and approx. 2,500 air kilometers. They will deal with any outstanding issues on Friday morning. Once these are finalized and the planning for the coming weeks done, the team members of the Schnitzer Group can tick off a successful week. 



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Most recently we achieved the status of an A-supplier with Volkswagen. This is normally very difficult if the company isn't present in Germany.

### Where do you see further potential in your cooperation?

Our cooperation has grown steadily over the last four years. Our products, which include window profiles, brake hoses and high-quality metal or rubber parts for drivetrains or damping elements, mean that we sit in the key areas of cars.

Together with Schnitzer Group, we want to be able to recognize trends even faster and also inspire the large OEMs with intelligent developments. The course is set for successful growth. And additional benefit from the cooperation could be achieved in using the capability of Schnitzers know how on improvement of company process, especially quality improvement and cost savings. We are also planning further joint activities in the areas of engineering, procurement and marketing. 

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## PROACTIVE QUALITY OFFENSIVE

Good, better, Behr Thermot-tronik – this is the motto employed by Wolfgang Strotmann and Alexander Kraus when leading the SQA (Supplier Quality Assurance) Offensive 2013 for the automobile supplier Behr Thermot-tronik. The goal of this offensive is the “improvement in quality” and, above all, minimizing quality risks with procured parts. This improvement in quality takes place in all of BTT’s company processes, from the order enquiry right up to the dispatch of the product. The SQA Offensive Team, made up of Behr employees and experts from the Schnitzer Group, localized and rectified any special risks in quality, conducted team training sessions and managed a completely new customer-supplier relationship and communication. With the results and the objectives that had been set, the Schnitzer team could provide BTT with a comprehensive picture of how to maintain the quality concept in the future as well as independently extend it to be optimally ready for the future. This also resulted in sustainability, efficiency and savings in resources and costs. ☺

## WE CAN SIX SIGMA!

# 6σ

Karl Dobelmann, long-term Senior Manager at the Schnitzer Group in the Quality Management division, has successfully completed a certified Six Sigma training and gained the “Green Belt.” He is now aiming further and in training for the Black Belt. “The Six Sigma is a set of techniques and tools used for process improvement in management systems,” explains Dobelmann. “With a Green Belt you can take up Six Sigma implementation during a project as member of the team or even project manager. After having completed the upgrade to the Black Belt, I will act as an in-house coach on Six Sigma.” Schnitzer Group Project Manager in Kornwestheim, Christian Meier, did the training for the Green Belt at the TÜV Munich as well. What does this all mean for Schnitzer’s customers? Sustainable productivity improvement and constant “zero-defect-quality.” ☺



Marius Schindler (picture left) hands over the Chinese flag to his colleague Robert Fäller.

## LET’S SWAP OFFICES

Kornwestheim today, Shanghai tomorrow: In February 2014 Marius Schindler and Robert Fäller swapped places. Schindler returned to Kornwestheim after having worked for three years in the Schnitzer Shanghai team and here he talks about his experiences with German OEMs in China. Fäller, in the meantime, tidied his desk and moved to China to complement the Chinese team. A smooth transition was ensured as Schindler and Fäller had

worked together, becoming familiar with the particular tasks and current projects. At the moment, a further Schnitzer employee, Andreas Kohler, is gaining international experience in China during the course of his internship. “Internationality is not word, it is lived out by our team every day. In the end, we all benefit from this mutual exchange”, explains Ulrike Schnitzer, responsible for HR at the Schnitzer Group. ☺

## EXPANSION IN CHINA: NEW OFFICE IN SHENYANG

The start of 2014 saw a new Schnitzer office in Shenyang. This economic center in the northeast of China is home to important OEMs and suppliers and therefore the perfect location for an additional subsidiary. The team consists of three employees led by Han Lei. Lei has worked in the supplier branch and at the Schnitzer Group in Shanghai for many years. Furthermore she has a TÜV certificate in “Auditor Quality.” Thanks to the close cooperation with the office in Shanghai, the new team is able to offer the entire portfolio of the Schnitzer Group. ☺

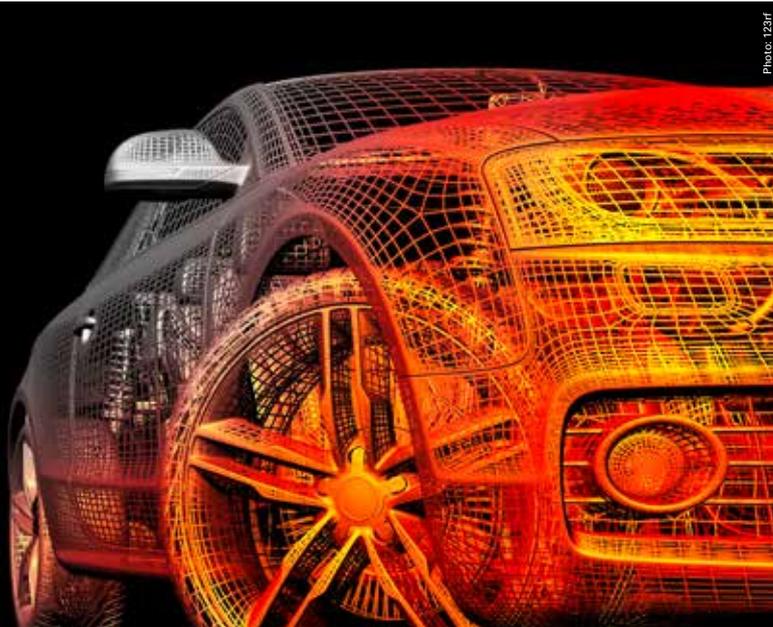


## NEXT TRAINING COURSE: SUPPLIER AUDITOR IN ACCORDANCE WITH DIN /EN 9100:2009 (AVIATION)

In 2014 Schnitzer Group will be offering further training courses for “Supplier Auditor in accordance with DIN /EN 9100:2009 (Aviation)”. Participants will receive their certificates within three days. Please call us on +49 – 7522 / 70 79 69 0 or visit the Schnitzer website for further information. ☺

# EXTERIEUR SERIES

Exterieur parts for French cars intended for the Russian, Brazilian and Columbian markets are the result of a multinational cooperation and production venture. The whole project needs to be well-timed and executed precisely to allow the production site in Russia, Columbia and Brazil to assemble all components in-time. Schnitzer employee, Michael Maier, organizes and manages the project team from the beginning of development in Germany and the Czech Republic through to industrialization and production maturity in Russia. "In a project such as this, we benefit from our extensive experience and Russian language skills," says Michael Maier, project manager and Russian native-speaker from the Schnitzer Group in Kornwestheim. ☺



## SCHNITZER PREMIERE AT IZB

For the first time this year, the Schnitzer Group will be exhibiting at the IZB, the International Suppliers Fair in Wolfsburg. Visit the Schnitzer Group at Booth 3306, Hall 3 so that we can talk to you about the latest trends and innovations. The Fair will take place from **14th to 16th October 2014**. ☺



## PEOPLE FROM ALLGÄU ARE TEAM PLAYERS



Alexander Kraus (left) and Markus Prokop

Alexander Kraus and Markus Prokop, originally from the Allgäu, are home-grown players who started their career at Schnitzer in 2008 and 2006. Working together on international projects, both industrial engineers complement each other wonderfully: Running projects in the field of systemic project management, quality management or both, they demonstrate their team spirit at work and at play! Their leisure activities, which include cycling on a racing or mountain bike, are a necessary balance to daily business. ☺

## SAVE THE DATE: BUSINESS BREAKFAST AT SCHNITZER ON 14th NOV. 2014

The next business breakfast at Schnitzer/Kornwestheim is scheduled: Please reserve 14th November 2014 and look forward to current topics of automotive industry. ☺



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