



# HARIBO

## How WAMAS® ensures world-wide supply of Goldbears

**Everything started out with a sack of sugar and a copper kettle in a small backyard laundry-kitchen. Today HARIBO is one of the most successful and favorite quality brands in the sugar confectionery sector and the world leader in gummi candy products. No matter if old or young - everyone knows and loves them: the iconic HARIBO products.**

The recipe of this success story? On the one hand of course, it is HARIBO's top product quality and enormous product variety. On the other hand, also a dense distribution and production network with state-of-the-art logistics are key elements. In 2018, the HARIBO Group moved its international headquarter to Grafschaft, in Rhineland-Palatinate. There, the company realized the greatest individual project in HARIBO's history in joint collaboration with SSI SCHAEFER as the general contractor.

### **WAMAS® - INTELLIGENT CONDUCTOR**

SSI SCHAEFER covers all warehouse processes of HARIBO with its globally leading logistics software WAMAS®. It combines all components of intralogistics into one intelligent system. The distribution center, which is organized to operate almost fully automatically, uses numerous functionalities of the high-performance warehouse management software for stock management and the control of all its processes.

"If the HARIBO logistics center was compared to an orchestra, WAMAS® would be its conductor", states Stefan Sorce, Head of Global Logistics HARIBO, emphasizing the importance of the logistics software. The software manages and controls all the processes involved in intralogistics fully automatically: from efficient order processing, goods movement and resource optimization up to provision of logistics key figures.

# HARIBO

FOUNDATION  
1920 by Johann "Hans" Riegel  
**HA**ns **R**iegel aus **BO**nn

HEADQUARTER  
Grafschaft, Rhineland-Palatinate (GER)

EMPLOYEES  
7,000 employees worldwide  
3,000 of them only in Germany

### **INCOMING GOODS**

Incoming goods is one of the central processes in the warehouse. It serves as an interface in several ways: for one thing, between external and internal supply of goods in a warehouse. And for another, to the HARIBO production site, which is directly connected via a bridge to the distribution center.

No matter if referring to finished goods, which are delivered from many European countries, or to raw materials and packing materials for the production on site - WAMAS® guarantees perfect coordination. At peak times approximately 650 pallets can be stored per hour. This requires a high-performance software, which is incredibly fast and at the same time extremely reliable.

**SSI SCHAEFER**

## WAREHOUSE MANAGEMENT

WAMAS® not only controls all internal material flows, it also optimizes them and keeps all storage, retrieval and relocation processes of the HARIBO products under control. This way WAMAS® ensures the ideal use of the storage capacity. The high-bay warehouses, with a height of more than 40 meters, contain the impressive number of 93,000 storage locations. Additionally, WAMAS® takes care of a transparent stock management and controls the connections between stocks (assortment, batch, item) and their according storage locations.

## PICKING

In several picking areas the goods are prepared meticulously for their shipment all over the world. Most deliveries are shipped within Germany, to France and the Benelux countries. Depending on the target country, picking is carried out following the person-to-goods principle in separate picking areas.

## OUTGOING GOODS

Worldwide, HARIBO produces approximately 160 million Goldbears per day. A chain made out of all bears produced throughout a year, could be wrapped around our planet four times. No wonder that things in the outgoing goods area in Graftschafft get busier than a bear in a beehive. 5,000 pallets with

The good partnership between HARIBO and SSI SCHAEFER was without doubt the key to the success of this project. Over years we have been meticulously planning each step and have met every deadline precisely. Our success factor? The team, of course.

Mario Traar  
IT project leader SSI SCHAEFER

HARIBO sweets are shipped from here daily. The center piece of outgoing goods is the 100-percent sequencing by means of a multi-stage outgoing goods buffer. WAMAS® provides the pallets on 72 outgoing goods lanes, leading through different buffer stations, in optimized order for their outbound delivery. These outbound deliveries are then carried out in sequences specifically according to customers, tours and days as efficiently as possible.

## VISUALIZATION

Regarding the visualization of the processes and working procedures and also when it comes to controlling, monitoring and optimizing the productivity, HARIBO trusts in WAMAS® Lighthouse. This software add-on by SSI SCHAEFER records, analyzes and documents all essential system key figures.

As a 'single point of information' it connects the technological and logistical perspectives with operative data in a dashboard, which is individually adapted to different user groups. The transparent representation of performance key figures enables an efficient configuration of logistical processes.

## IT SERVICE & SUPPORT

SSI SCHAEFER guarantees smooth processes and provides excellent support and customer services throughout the entire life cycle of the system. Once the logistics center is finished, an SSI SCHAEFER expert team of the division for service & support takes over. Its software experts can be reached around the clock on the SSI SCHAEFER hotline and they optimize the logistics processes by ongoing data evaluations.

## CONCLUSION

SSI SCHAEFER made HARIBO's dream come true: functional, fast and modern logistics with a highly efficient and innovative distribution center, where the logistics software WAMAS® controls and manages all intralogistics processes intelligently. The perfect collaboration between the customer HARIBO and SSI SCHAEFER's expert team was key for the successful realization of this huge project within the given time frame.

## CHALLENGES

A production area the size of seven soccer fields made this individual project the biggest so far in the company history of HARIBO. For the opening of a production and logistics site SSI SCHAEFER provided the entire logistics.

## GOALS

To achieve cost optimization and increase efficiency regarding internal processes by shorter routes and optimized processes in the central warehouse. Increased goods availability and quality assurance also at peak times by fully automated material flows. Intelligent control and management of all intralogistics processes by the logistics software WAMAS®.

## SOLUTION

Implementation of the logistics software WAMAS® (WAMAS 5). Control of the warehouse processes: Warehouse management, incoming and outgoing goods, picking, assembly, material flow control and visualization.

# SSI SCHAEFER GROUP

The SSI SCHAEFER Group is the world's leading provider of modular warehousing and logistics solutions. It employs approximately 10,500 people at its group headquarters in Neunkirchen (Germany), at eight domestic and international production sites, and at approximately 70 worldwide operative subsidiaries. SSI SCHAEFER designs, develops and manufactures systems for warehouses, industrial plants, workshops and offices. Its portfolio includes manual and automated solutions for warehousing, conveying, picking and sorting, plus technologies for waste management and recycling.

In addition, SSI SCHAEFER is now a leading provider of modular, regularly updated software for in-house material flows. Its IT team, with a headcount in excess of 1,100, develops high-performance applications, and provides customers with in-depth advice on the intelligent combination of software with intralogistics equipment.

SSI SCHAEFER's broad IT offering, including its own WAMAS® and SAP products, delivers seamless support for all warehouse and material flow management processes.

## SSI SCHAEFER IT COMPETENCE

- 35 years of IT experience
- 1,100 IT experts
- 35 IT sites worldwide
- 500 WAMAS® customers
- 1,200 running systems
- 50,000 WAMAS® users