

---

## Wollenhaupt GmbH Case Study

Online compliance printing lowering costs and improving vendor relationships

Publish date: 5. January 2011

Company: Gebrüder Wollenhaupt GmbH, Germany

Industry: FMCG import and retail

---

### Summary

One of the oldest and largest European tea trading companies reexamines its supply chain and vendor relationships. The challenge of consistently and accurately labeled incoming shipments is quickly identified as a core business factor.

A centrally managed system of online compliant label printing is needed to support vendors across the globe, as well as reduce costs and optimize processes.

This system was implemented with the help of a software solution developed expressly for this scenario, NiceLabel PowerForms Web.

### Customer profile

Edison had just invented the light bulb and Siemens the locomotive. In around 1850, the Indians had introduced the seeds of the *thea sinensis* to Calcutta from China, from which 42,000 tea plants were cultivated and distributed over areas of Assam and Southern India. Cargo ships had only been navigating the Suez Canal for 12 years and tea consumption in Germany was a mere 50 g per head. It was during this period that the Wollenhaupt brothers August and Hermann set up their tea business in Hamburg. Thus, the development of a company of international repute began.

Today the company is managed by another pair of brothers, Dirk and Jörg Wollenhaupt. They too are committed to the traditional principles underlying the success of their preceding generations: quality consciousness, competence and close customer contact, together with the ability to translate into action innovative visions for future.

**Poorly labeled shipments are an avoidable cost**

## Challenges

The quality of the printed labels is often exposed when goods are received. Unreadable barcodes, illegible text in a globalizing world are major problems and generate unnecessary costs. The company Wollenhaupt GmbH needed a solution which resolved precisely these issues in a secure, reliable, and flexible fashion. The primary approach to overcoming these limitations would be to print their labels online, regardless of location.

**Label error rates reduced to zero**

## Choosing the solution

Gebrüder Wollenhaupt GmbH has been operating in international trade and the processing of tea products and natural vanilla since 1881 and employs approximately 160 today. Thanks to the introduction of the NiceLabel PowerForms Web software, they can now label their products all over the world directly via the Internet, without increasing the server load. With the introduction of this new and inexpensive on-line labeling solution, the error rate of non-readable received bar codes was reduced to practically zero.

**Centralized control of client-side processes**

"More and more companies are discovering the enormous potential that lies in the handling of label printing, especially SMEs. In the past, we produced our labels and sent them in a file format to our suppliers. There were always problems with bar code readability," says Jan Schmolke (Non-Food Purchasing Manager) of Wollenhaupt GmbH. "Having implemented a NiceLabel PowerForms Web solution, we now have the advantage of centralized labeling administration and label readability assurance for labels printed all over the world. The actual label printing is performed by local clients, which means that our server load has barely increased."

**Broader solution  
collaboration ensures  
superior results**

**Client-crafted data  
entry web forms  
increase reliability**

**Solving global  
labeling issues from  
top to bottom**

## Solution

The implementation project was carried out by the company Drucksysteme Janz & Raschke GmbH, 22869 Schenefeld in collaboration with NiceLabel Germany GmbH, 63179 Obertshausen. "We are pleased to have found a partner in NiceLabel who supports us in complex projects with innovative products," says Jörn Janz, Managing Director Drucksysteme Janz & Raschke GmbH, "A reliable partner with a reliable and innovative product. In the past, the printing Web applications were very memory consuming, since the print files were generated on the server and transmitted over the Internet to the clients. This demands lots of computing power. NiceLabel PowerForms Web handles this matter differently. Only the actual data is transmitted, but the print file is created by the client."

"I was particularly surprised when I saw that a Web application can be made without any programming. NiceLabel allows us to create the label and the input form. After a few minor visual adjustments, a NiceLabel module creates the web application and publishes it. On top of it all, this is done in a few minutes," said Thomas Sitterlee, external service provider in the IT administration.

NiceLabel PowerForms Web is the nerve center of the global label printing operation. All suppliers simply click on an Internet link and print the labels designed by Gebrüder Wollenhaupt GmbH. All printing data and the label templates are stored and managed on a centralized server. This facilitates the global printing of labels with consistent quality and layouts. The individual print clients also require no software installation, but access the system with just a user name and password.

## Keys to success

- Consistent print quality all over the world
- Printer independence
- Resources saved as there is no need to process and send print data
- Problem-free receipt of goods
- High bar code print quality.