

PRESURCE Transnational Workshop

Effective tracks to SMEs for more efficiency

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Ort: Berlin, Adlershof
Datum: 8 April 2014



go-effizient: to get money for what?

Payments for	max. duration	max. value (subsidy)
What is in the treasure box?	3 month	17.000 Euro
Lifting the treasure box	9 month	80.000 Euro minus the money for the location of the treasure box
Lifting the treasure box in several steps	two years	80.000 Euro minus the path finding and the former lifting efforts



within TechnologieZentrumNordenham

work organisation – processes – quality

agency for
resourceefficiency & management of innovation
authorised by the ministry of economic affairs (BMWi)



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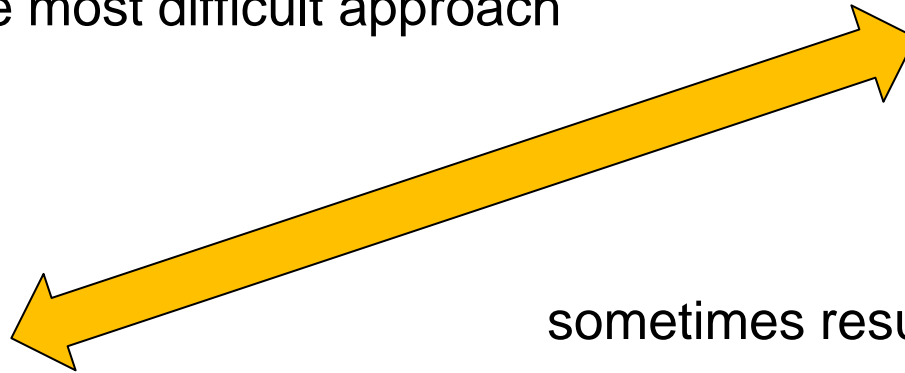
- doing
- in processes
- to maintain / enhance the value of the company

the direct track

the most difficult approach

Employer

UPW

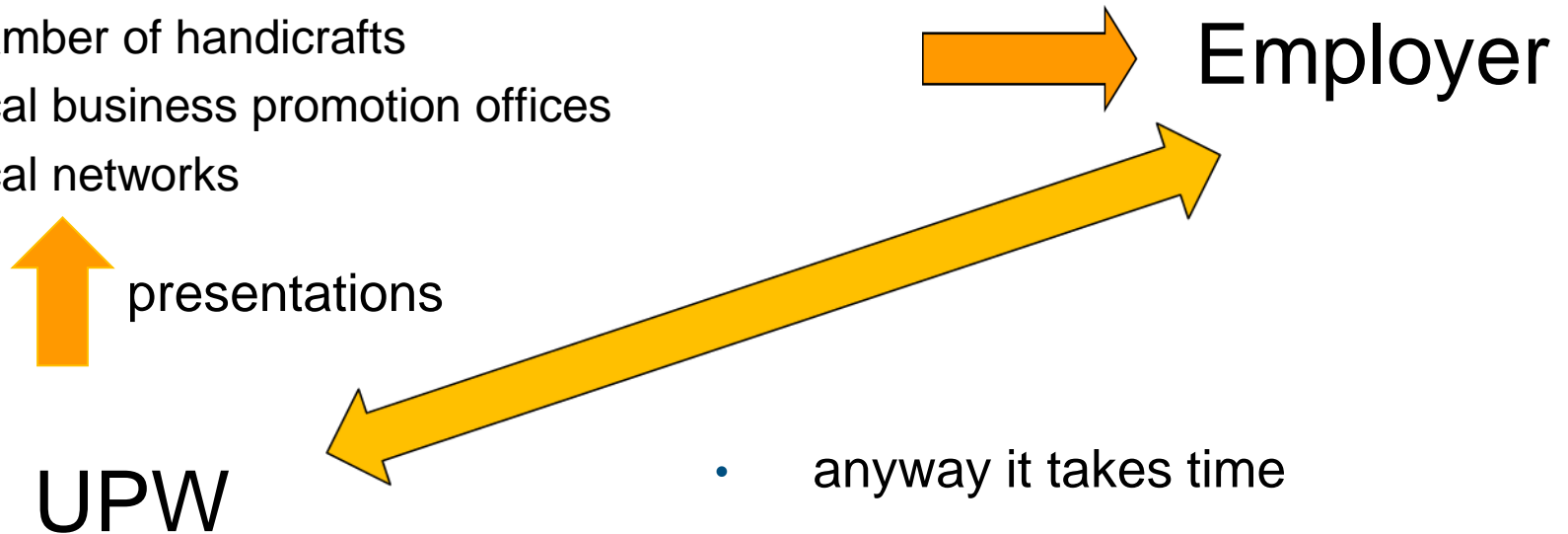


sometimes results

- within a short time
- within a very long time

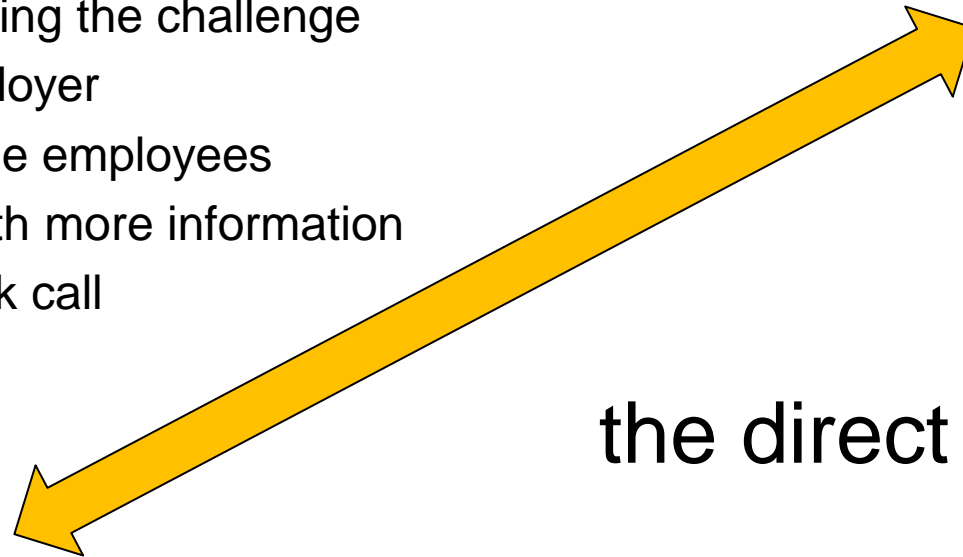
- banks
- tax consultants
- accountants
- chamber of commerce
- chamber of handicrafts
- Local business promotion offices
- Local networks

the indirect track



- give a ring
- never criticise
- federal project
- shortage / lack of ...
- money for mastering the challenge
- gains for the employer
- qualification for the employees
- offer an e-mail with more information
- ask for a feedback call

Employer



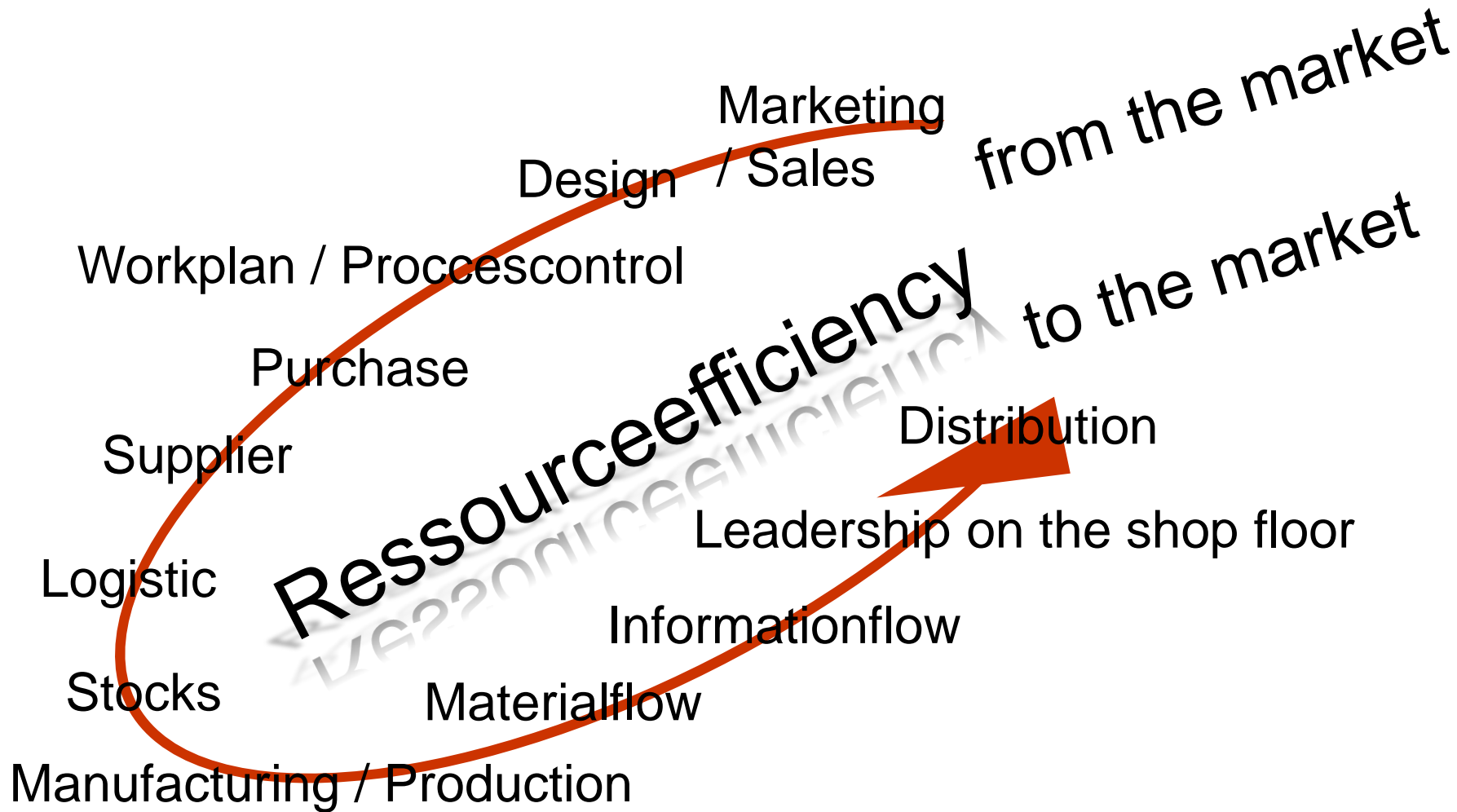
the direct track

UPW

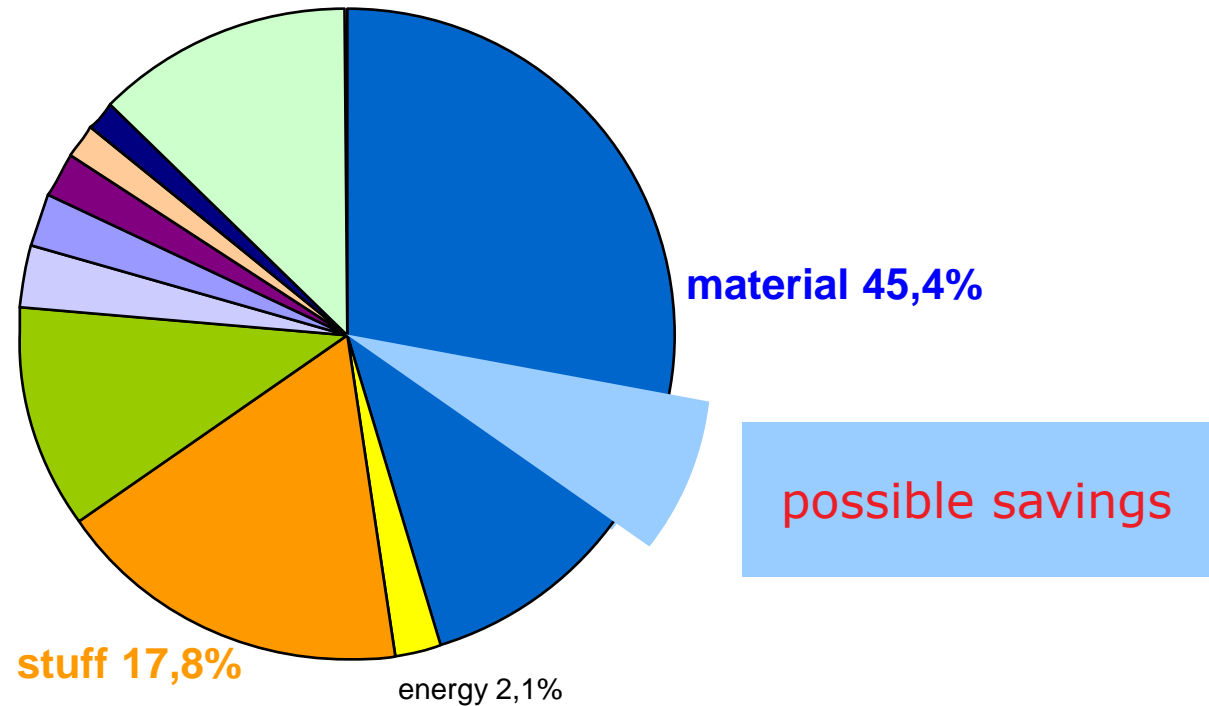
- E-Mail with ...
- ...words of introduction
- attachments with in depths information
- Website

Employers triple jump:

- What are the costs?
- How does it work?
- What are my gains?
What are the effects?



On average material is by far the biggest chunk in the cost cake



What are the gains?

by way of example

before:		after:	
Turn over	100,00	turn over	100,00
Material costs	-42,00	Material costs -3 %	-40,74
<u>Miscellaneous costs</u>	<u>-55,00</u>	<u>miscellaneous costs</u>	<u>-55,00</u>
profit	3,00	profit	4,26
Operating margin	3,00 %	Operating margin	4,26 %

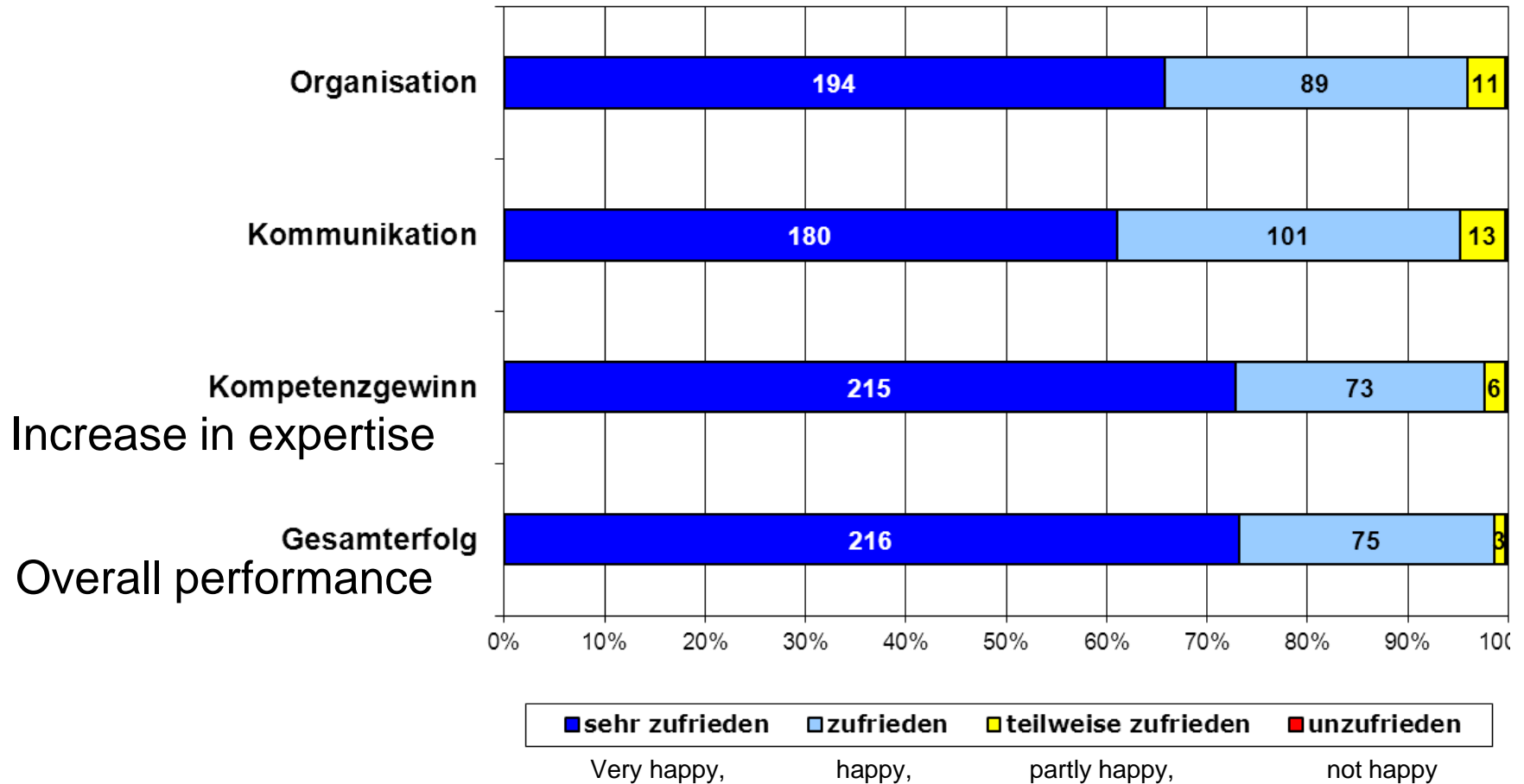
profit 4,26 ➡ operating margin 3,00 % ➡ needed sales 142,00

Given an operating margin of 3 % the company had to boost its turn over by 42 %, in order to get the same profit, achievable by a 3 % reduction of the material costs!!!

Gains in 1 year:

enterprise	material	Processes	Investment
Sanitary products	535 T€	95 T€	---
Cars for handicapped people	65 T€	45 T€	New offices, 20 T€: new toolboxes
Glass	190 T€	190 T€	> 1 Mio € for automation
food	99 T€	181 T€	270 T€ New big cooling house
Metal structure	130 T€	208 T€	336 T€ Machining center
Tyre remould	70 T€	111 T€	130 T€ pindetector, Shearographie

Feedback of the companies



Summarize

How to make an employer keen on efficiency?

- mention the external challenges which have to be mastered
- never criticize, only offer support for the further development of the company
- explain the way from the market to the market
- emphasize the involvement / development / further qualification of the people
- Only with the right people the employer can get sustainability.
- by doing RE /ME the employer can mitigate the bottleneck / the shortage of qualified people
- mention the public funds of the ministry of economic affairs for his support by the way

Lessons learned? How to go ahead?

- get recommendations by successful projects
- strengthen networks, built up alliances,
- try to make opinion leader interested on the subject
- reveal the track for more efficiency to the employer by demonstrating successful examples



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Thank you for your attention!