



# MIDOCEAN REACHES 20% PRODUCTIVITY INCREASE WITH A SMART LOGISTICS DESIGN MADE BY QUINSO



A new production facility offers amazing opportunities to examine existing processes. Midocean seized that opportunity with both hands. In collaboration with Quinso, the wholesaler developed an innovative smart logistics design. The result? “Our productivity capacity has significantly increased which allows us to set the standard in our industry.”

August 2017: The moment of truth for midocean. After years of preparation, planning and building, the new production facility in Poland became officially operational. The building in Ruda consists of 35,000m<sup>2</sup> with 200 machines, 15 printing techniques and a one and a half kilometers long conveyor belt.

The smart control system of that conveyor belt, including integration with the warehouse department and office floor, is the result of an intensive collaboration between midocean and Quinso.



## From manual to automation

“When we moved the production facility to Chorzow, Poland, ten years ago, we wanted to expand to 200 employees”, says Bas Zeegers, Supply Chain Manager at midocean. “However, at the moment we have over 800 employees.” A new production facility was inevitable and offered an amazing opportunity to innovate. “To us, this was the right moment to improve logistics at our printing facility,” said Hans Kramer, IT Director within the organization. At the time, midocean would process between 500 and 1000 orders a day that were manually brought from one station to the next. Zeegers, “Items that need to be printed, pass approximately six to sometimes fifteen stations. Just imagine the amount of time this logistics operation would take, not to mention the buffer zones and its risk for errors.”

And so, midocean chose for a brand-new automated logistics system, in which there is a central position for the conveyor belt.

## Innovating with Quinso

The new process is as follows: A web order is received, which then goes through SAP ERP and the design department in SAP Advanced Planning and Optimization (APO). The order is picked and put onto the conveyor belt, where the critical part begins: The item on the conveyor belt needs to follow the correct route and end up at the right work station. Midocean asked Quinso to design that piece of intelligence.



[Watch customer reference](#)



**Stephen Gibson, Chief  
Operations Officer &  
Managing Director  
- midocean**

“Successful automation and process optimisation all comes down to the right implementation partner. Quinso has proven to have proposed the right system (SAP MII) for our business challenge and selected the right team for the job. This resulted in a highly successful project with the right outcome where team work was a key factor in achieving this result.”

**Quinso B.V.**  
Amerikastraat 3  
5232 BE 's-Hertogenbosch  
Telefoonnummer:  
+31 (0)73 206 22 00  
E-mail adres:  
info@quinso.com



“After a lengthy selection process, Quinso emerged as the victor”, says Kramer” “It was the sum of their experience, the speed with which they designed the solution and the personal click.

In addition, Quinso was the only party who suggested to work with SAP Manufacturing Intelligence and Integration (MII), which is a relatively unknown system for shop floor integration.”

Zeegers: “We asked for an independent expert to compare the proposals of three suppliers. Without any doubt, he chose Quinso. That settled it.”

### **Support by Design Thinking**

The project started in January 2017. The team had seven months to get everything ready before the opening; from setting up process flows to implementing SAP MII, including the integration of SAP ERP, SAP, APO and the Conveyor Control System. Zeegers: “The existing manual logistics flow had approximately 60 flows, which is unworkable in an automated system. That’s why Quinso organized inspiring Design Thinking-sessions, in which we molded all those separate flows and exceptions into four happy flows and an exception flow. The outcome: a logistics design supported by everyone.” A thorough preparation allowed the solution to be implemented within time and budget. “This part of the logistics project has not been scary for a second”, said Zeegers when looking back.

### **Ready for the high season**

Since the opening of our production facility in Ruda, controlling our conveyor belt has gone smoothly. The orders automatically pass all six workstations with the correct printing assignment and the right printing techniques on each order.



**midocean**

Despite the fact that we are still in a transition mode with regards to change management, we have already managed to increase our production compared to our old location”, says Zeegers. “We are anticipating on a productivity improvement of between 20 and 30%. His colleague adds: “We would never have been able to cope with the demands of the high season at our old location, but our current logistics system is completely ready for it.”

### **Quinso: an involved no-nonsense partner**

Midocean currently focusses on the human side of change as it is challenging to make 800 people work differently from what they were used to for years. “Here Quinso’s involvement is very visible”, says Kramer. The consultants are as frustrated as we are when we see an employee still doing things manually.” Zeegers adds: “The project really felt like a team effort, in which Quinso guided us continuously to stay within the solution and the scope of five flows. Not by means of bulky reports or lengthy presentations, but simply by doing, keeping the overview and remaining critical at all times. Our new production facility now sets the standard in our branch. Quinso has helped us to take that step and on a much broader level than just automation. We are now ready for the future.”

### **About midocean**

Midocean is a wholesaler in promotional gifts. Their headquarters is in Barneveld the Netherlands, and through their local distributors in Spain, Germany, Hungary, France, Italy and the Netherlands, they service the entire European market. Since their establishment in 1965, midocean has developed into a one-stop shop including a design department and a printing department, where items are printed with logos or other commercial messages. The organization dispatches orders through Europe within 24 hours, which makes them a front-runner in the market.