

# Perfect logistics

THE KURT MANN BÄCKEREI & KONDITOREI GMBH & CO. KG, VIENNA, IS KNOWN FOR CREATIVE MARKETING INNOVATIONS SUCH AS THE VISITORS' GALLERY "BREADWAY" AND ALSO FOR CONTINUOUS GROWTH. THE GROWTH IS BASED ON THE ADVANCED BAKING CENTER IN VIENNA WHERE HIGH TECH AND ARTISAN CRAFTS MEET. FOR THE DISTRIBUTION OF THEIR BAKED GOODS TO THE 72 SALES OUTLETS, THE FAMILY ENTERPRISE IS BANKING ON THE LATEST VERSION OF THE PRODUCT DISTRIBUTION SYSTEM, DISPOTOOL BY TOOLBOX SOFTWARE GMBH, ESCHWEILER, GERMANY



**++ figure 1**  
The new and brighter displays facilitate the distribution and consume less energy than the previous models

**+** In September 2004, the employees of the bakery "Der Mann" moved into the new baking center at 100 Perfekta Street in the south of Vienna. The reason for the new building, with a footprint of 15,000 sqm, was the lack of expansion possibilities at the old headquarters in the nearby Perchtoldsdorfer Street. The "Der Mann Baking Center" was a 27m Euro investment. It combines bakery, pastry shop, snack area, administration and distribution under one roof. About 250 different products are made each day in the bakery. Each month, approximately 700 workers handle 440 tons of flour, 24 tons of free range eggs, 15 tons of butter, 19 tons of sugar, 14 tons of jam, 10 tons of pumpkins and sunflower seeds, 3.5 tons of tomatoes and 2 tons of cheese. The production volume includes 41,000 cakes, 6,500 snacks, 35,000 bread loaves and 86,000 small baked items.

The Tyrolean-style Mann bread is one of the top sellers. For almost 20 years now, the bread made with rye flour and natural sourdough has been a classic. Among the small bakery range, Olivia is one of the brand products. The wheat dough stick was developed by master baker and owner Senator Kommerzialrat Kurt G. Mann. The product is made with olive oil and

contains green, de-pitted olives. In the snack range, a soft and flat white bread in a triangle shape, called das Eck, is attracting attention. It is filled with different spreads and fresh produce, for example, the Eck India with curry chicken or the Eck egg arugula salad.

## Visitors' gallery

Breadway, the visitors' gallery at the baking center, was opened in June 2005. The alley goes once around the entire production room. Glass windows provide an insight into all details of the production. "The Broadway in New York is about art. Baking is also an art. This means that on the Broadway, one can take a closer look at bakers performing the art of baking and also see paintings and other objects made by artists. This combination is unique in Europe", explains Senator Kommerzialrat. Besides being able to see alternating exhibitions of different artists, the visitors will learn a lot about the art of bread making. A permanent exhibition with informative posters, audio points and 3-D animated movies shows the way from the grain to the bread and communicates the significance of this staple food.

## Logistics

Managing director Dr. Otto Horvatits defines the targets for 2009: growing within the existing space, opening of 4-5 new sales outlets each year and pushing through with the modernization of existing bakery shops. Toolbox software GmbH, Eschweiler, Germany has been a reliable partner to the bakery industry for nine years. In the former production facility, the products distribution system, dispoTool was already supporting the optimization of the dispatch department. The latest investments within the products distribution system dispoTool are the MATRIX 7 displays. Logistics manager Gerhard Hajszan is head of the distribution department where the products are distributed into a 1,000 sqm hall. The new MATRIX 7 displays are currently used for Mann's own 72 bakery shops. The products for the 270 trade customers are still distributed using the previous software version. Their own shops are almost completely located within the Vienna city borders; they are supplied three times a day with 17 of their own delivery vehicles. With the new displays, Gerhard Hajszan has ►

### From the traditional "one-man business" to a modern and successful company

- + **1860** – Ludwig Mann founded the company in Lower Austria.
- + **1909** – Der Mann settled in Vienna-Liesing.
- + **1945** – Kommerzialrat Ludwig Mann began the expansion of turning the enterprise into an industrial bakery.
- + **1982** – Der Mann was the first Austrian industrial bakery allowed to carry the national coat-of-arms.
- + **1985** – The bakery was honored by the official food authorities as the most exemplary bakery in Vienna in terms of hygiene and quality.
- + **1986** – Opening of the first bakery shop as a starting point for the network of bakery outlets.
- + **1990** – Opening of the first "Freshness Island".
- + **1996** – Der Mann with the claim "the man that pampers" was the overall winner of the Austrian bread competition, "Bread from Europe".
- + **1999** – Opening of the first "shop in shop" bakery outlet in a branch of the Bank Austria.
- + **2003** – Ground breaking ceremony for the new baking center in the 23rd district of Vienna in October. At that time, there were 46 bakery outlets in existence in Vienna, Mödling and Baden.
- + **2004** – The number had risen to 54 by July 2004. Moving into the new baking center in September 2004 and the opening of a new sales outlet with café a little later.
- + **2005** – Breadway, the visitors' gallery in the baking center, was opened in June.
- + **Since April 2009** – Der Mann that pampers now has 72 branch outlets. +++

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**++ figure 2**  
For nine years now, owner and master baker Senator Kommerzialrat Kurt G. Mann (on the right) has opted for dispoTool. Bernd Koletzko, sales manager for Central Europe at ToolBox hands over the new display



**++ figure 3**  
The worker calls for the baked goods to be distributed on an industrial computer with touch screen. One screen color is used for each worker who can then distribute the baked goods to the individual stations

**++ figure 4**  
View into the production facility: Diosna mixers and Miwe chilling and proofing equipment in an area of 1,000 sqm as well as thermo-oil ovens from Miwe for the production of bread and small baked items. Added to that, there are roll plants by WP. The fine bakery wares are produced on Fritsch equipment

observed clear improvements during peak distribution times compared to the previous ones. Production peaks prior to the weekend or before bank holidays can be handled much more efficiently. This means less stress for the employees in the distribution hall. Compared to the previous display, the MATRIX display by ToolBox has now seven instead of five different sections on the screen. Two new colors – white and blue – have been added to the already used colors of yellow, orange and green and also an alpha-numeric display for customer or product names. This means that, even more personnel can distribute the goods within one area. The display with its sturdy and dirt repellent housing has an even better tilting angle allowing an improved reading of the screen located above the distribution positions. Added to that, the displays are much brighter and consume less energy. For Hajszan, dispoTool ensures an efficient and trouble free flow of material and information resulting in an increase in productivity.

### Distribution

Basically, the system consists of one or more industrial computers with touch screen. The

personnel call for the products to be distributed or the customer or the tour. Each employee has its own color on the display. The monitors are installed above each customer/tour or product position on a flexible rail system. When the product is transported from the bakery to the distribution area, the quantities are reported to dispoTool. The system compares the actual quantities with the ordered quantities. In case of differences, dispoTool uses priority criteria to determine which customer/tour may receive more or less product than ordered. The quantities for each product or customer/tour will be shown by the color of the respective distribution worker on the screen. After the distribution of the products, the quantities are confirmed in the system. Next, the bill of delivery is printed and the actual amount reported to the enterprise resource planning system.

“This system’s solution allows a precise documentation of all processes. It can also be used for traceability”, explains Bernd Koletzko, sales director for Central Europe at ToolBox. With more than 450 successful installations all over the world and a 24 h hotline, ToolBox is considered the market leader in this field. +++



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