

Networkers

IT TOOK SOME TIME FOR THE BAKERY INDUSTRY TO GET ACQUAINTED WITH THE IDEA OF TRADING RAW MATERIALS VIA THE INTERNET



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✚ Peking, Paris, Istanbul – and Bensheim in Germany. The latter sounds a little off track but now with the Internet, a company from the little German town of Bensheim can definitely operate branch offices in cities with over one million inhabitants. Nungesser Exchange is in this type of business, namely the worldwide raw material trade via the Internet. Suppliers and purchasers of raw materials – mainly seeds, nuts, dried fruit, and canned goods – register with Nungesser Exchange and use this platform to offer or buy their products worldwide. It is also possible to take advantage of the services provided by the 35 Nungesser brokers who have expert market knowledge for finding the best offer for the buyer and for paving the way for the suppliers into the markets. The payment is arranged directly, with Nungesser receiving a commission for each transaction. This is the system in a nutshell. The specialty is an additional service that is also provided. This ex-

change company does not only arrange for different insurances, for handling logistics tasks, for quality tests and much more, but also cooperates with the bakery wholesale trade in Germany. The wholesalers benefit from Nungesser's purchasing competency and also from the fact that they can take care of storage and distribution of even the smallest of quantities. In this way not only do wholesalers take advantage of the direct trade via the Internet, but also small and medium-sized craft bakeries can benefit by linking up with the system and monitoring raw material markets and prices. The additional charge for the logistics service can be calculated online. Everyone has the chance to get the best prices immediately. Furthermore, the scouts at Nungesser are also constantly looking for new suppliers. They check them for quality, products, reliability of deliveries and payment transactions. Instead of cheap oranges from China, excellent quality products have found



photo: Tracy Heiden - FOTOLIA

their way to Germany at highly competitive prices. And if there is something that is not yet available, Nungesser will think about making it possible. For example the Internet brokers convinced a supplier of sunflower seeds from Bulgaria to get an IFS certification for his company. As a result bakeries which have to use IFS-certified raw materials can now buy from this supplier and the Bulgarian company is pleased with the increasing number of orders.

Each month Nungesser is negotiating sales in the range of 4m Euro, with an increasing tendency. This is due primarily to the rating system used to evaluate suppliers and buyers after each transaction in terms of quality, timeliness, packaging, specification and payment practice.

Each member can refer to this system to see how former buyers have rated a certain supplier and vice versa. According to Michael Gütlich, a member on the management board, the safety in business relations has reached a level well above the standard experienced in the domestic trade despite many thousand kilometers lying between the partners. Gütlich says: "Nobody can afford to deliver poor quality and to pay late. Because all other potential partners would hear about it and react accordingly." +++

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