

34th Zurich logistics colloquium

Close up on details

Experts presented special projects from Switzerland at the latest Zurich logistics colloquium at the beginning of May. The subjects this year were virtual planning, toothbrush production and ice cream logistics.

An annual logistics colloquium in Zurich took place for the 34th time at the beginning of May this year. As usual the business consultancy Dr. Acél&Partner teamed up with the Zurich Federal Institute of Technology (Eidgenössische Technische Hochschule Zürich ETH) to organise and present the specialised logistics management event. The three lighthouse projects presented this year reflected the motto of the meeting – ‘the value of logistics’.

Dr Peter Acél took the microphone to welcome 61 guests with a few introductory remarks, and then present the first speaker Andreas Kunz, head of the ETH’s virtual reality innovation centre. Kunz spoke about Virtual MTM, focusing on the performance of virtual reality in production planning. The idea is to usefully link the virtual and real worlds – as all too often they are analysed independently of each other.

Kunz pointed out that in traditional operations planning, people mostly play a subsidiary role, because the approach tends to focus on technical processes. This could change in future, however, thanks



Samuel Zürcher delivers ice creams to swimming pools.

to the deployment of virtual reality, according to Kunz. The potential advantages include being able to measure run-times much more realistically in simulated environments, for example.

The second speaker, Andreas Häfliger, head of technology with the Swiss company Trisa, reported on developments in the company’s production facilities under the title ‘Making 1 million toothbrushes a day in Switzerland’. Trisa uses a three-phase co-determination model for its employees, in order to fortify their relations with their employer. Trisa manufactures toothbrushes and hair and body brushes. It also produces electrical appliances, such as vacuum cleaners and hair driers. It has about 1,100 employees on its payroll.

It is important for Trisa to engage in rapid product development processes. On top of this there is a key patent protection element that needs to be comprehensive and keep up with corporate developments. With the support of the logistics consultancy services of the company Dr. Acél&Partner Trisa has redefined its logistics processes. Becoming a so-called focused factory in accordance with the pull principle resulted in the establishment of autonomous regulatory circuits, Häfliger explained, reducing warehouse costs and helping to attain better key performance indicators.

Keeping the last mile short

Samuel Zürcher is the regional manager of the Nestlé subsidiary Froneri Switzerland, an ice cream and deep-frozen food manufacturer. His talk centred on ice cream logistics for public swimming pools and was entitled ‘The last mile – how do ice creams get to the swimming pool?’ Froneri operates the largest distribution network for deep-frozen foods in Switzerland. By focusing on grouping the locations served by one ice cream tour the firm can influence the length of the last mile – it does not always have to be 1,760 yards long. For Froneri’s ice creams it measures 100 m per kilo of goods, on average.

This shrinking mile is only made possible by the relative proximity of the customers involved, however, Zürcher pointed out. Storage opportunities at the point of sale in the swimming pool are also often limited.

Ria Allemann





... geht nicht - gibt's nicht.



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