

CASE STUDY

MONDAINE WATCH LTD AND MARLOX AG DRIVE OPERATIONAL EFFICIENCIES AT THEIR STATE OF THE ART PREMISES IN BIBERIST



MONDAINE WATCH LTD AND MARLOX AG DRIVE OPERATIONAL EFFICIENCIES AT THEIR STATE OF THE ART PREMISES IN BIBERIST WITH A RANGE OF MOTOROLA SCANNERS



MONDAINE & MARLOX AG

Mondaine Watch Ltd is an independent Swiss Watch manufacturer. It is involved in the design, production, sales and marketing of its own brand timepieces including Mondaine (the "Railways' wrist watch"), M-Watch and Luminox. It is also the distributor of camel active, and provides watch manufacturing and outsourcing services for third parties.

Marlox AG is the Swiss division of the Marlox Group and is responsible for the marketing and distribution of watches and jewellery for the Esprit and JOOP! brands, as well as Puma-Watches throughout Europe. The businesses have up to 200 employees across the two sites.

CUSTOMER PROFILE

Company

- Mondaine Watch Ltd & Marlox AG
- Switzerland:
Head Office, Zürich
Factory and warehousing,
Biberist, Solothurn

Industry

- Manufacturing and Logistics – Watches and Jewellery

Motorola Products

- MC3090-S with cradles and lift truck mounting bracket – 42 units
- DS9808 – 13 units
- LS2208 – 10 units
- LS3578-ER – 1 unit

Other Products

- Bespoke ERP Software by MCL Technologies
- Wireless network
- Printers

Partner

- Rodata AG

 Mondaine Watch Ltd

MARLOX GROUP

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“When constructing our new premises in Biberist it was our aim to have the most modern and efficient factory and distribution centre, with an optimal supply chain for both our products and third party products, no matter how large or small the customer order. With this in mind, we deployed a range of Motorola scanners in our 4,000m² logistics area, to improve productivity and customer service, whilst reducing errors and costs.”

Markus Riedo,
Supply Chain Manager, Mondaine Watch Ltd

THE SCANNER SELECTION PROCESS

A full hardware market report and various presentations were conducted to ensure the most suitable scanners were selected for the new site in Biberist. The scanners needed to be semi-rugged, light, easy to use, reliable and easily integrated into the new ERP software systems. Moreover a selection needed to provide long distance scanning capability for accurate readings of small individually packed units stacked on high racking or in corner areas.

A DEMANDING PROJECT

The selection of four different scanners from Motorola fulfilled all the demands relative to managing incoming goods and the tight schedule for picking and shipping of up to 2000 intricate daily dispatches to customers throughout Europe from the Biberist site. The scanners were chosen to best suit different areas in the warehouse and needed to be installed within a three-month period as part of the tailored complete solution. Whilst minor delays were encountered with software issues, these were quickly overcome and the new hardware and software was immediately welcomed and utilised by the logistics personnel.

For more information on how Motorola Solutions can help you optimise your production and supply chain operations, please visit us on the web at www.motorolasolutions.com or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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STATE OF THE ART PREMISES

An investment for the future

Mondaine Watch Ltd. & Marlox AG's investment in the modern premises at Biberist has ensured optimal production and supply chain operations and has prepared the way for a straightforward future expansion of either business.

Rodata AG

In the past few years Rodata AG has become the leading systems integrator of Auto-ID solutions in Switzerland. Thanks to the long term partnerships with leading manufacturers, as well as the synergies with its sister companies in Germany and Austria, Rodata AG has a great deal of expertise and the resources to deliver the best service to its customers. Rodata AG has two offices in Switzerland, in Dübendorf and Lausanne, and so has experienced advisers and technicians in both German and French speaking Switzerland.

The Rodata Group currently has 50 employees and achieved a turnover of 15 Million Euro in 2009.

Application(s)

- **Warehouse processes:** incoming goods, assembly, picking and shipping

Benefits

- **Enhanced efficiency and productivity:** enables warehouse staff to electronically manage the movement of very small products through the distribution centre with high quality, reliable scanners
- **Reduced supply chain costs:** through process optimisation
- **Improved customer services:** faster and more accurate processing of individual customer specific orders to speciality and department stores
- **Reduction in errors:** fewer to no errors in warehouse processes
- **Ability to expand operations:** increased potential throughput via the high tech logistics area

