Hagmaier Etiketten & Druck

work more structured, calculate individually. produce just-in-time

„We live labels"

the slogan of Hagmaier Etiketten & Druck not only describes the focus of the company, it also shows the connection the employees have with their products. The implementation of the theurer.com C3 software is meant to support this and provide more structure and transparency for all processes.

With the generation change to the third generation of the family owned company, the desire arose, to say goodbye to the old compilation of different programs and to find a uniform solution to control and monitor the processes. Calculations should become more transparent and cost structures should be easily recognizable, while a product and machine specific pricing should be available for all involved employees in a quick and easy manner. Moreover, the new software should also simplify finding and editing data of customers, orders and suppliers, to conveniently track the order history, and altogether make the production more efficient.

> "With C3, nothing is lost and we have an enormous benefit. The access to countless statistics and information shows us where we are not yet fully exploiting our potential."
>
> Thomas Hagmaier, managing director
> Hagmaier Etiketten & Druck

Challenge: wide product range

The requirements to the new system were multifaceted, as well as demanding. In the end, the family business chose the theurer.com C3 software. "Above all, the professional support and the industry-specific knowledge of developers and consultants convinced us in our decision," explains Ex-FINAT-President and Managing Director Thomas Hagmaier. The versatile order variety of the label producer demanded a tool which could generate individual offers for the different products. Whether round corners, sharp corners, large rolls, small rolls or varying glue that changes the properties of the label; all of this was supposed to be adjusted easily and intuitively with the software, so that the wide product variety of the company could be expanded even more. Before the final decision was made, the entrepreneur was also able to question reference customers of theurer.com about their experiences with the software which further influenced his decision. The good availability of the consultants, along with the stability of the program eventually gave the final push to invest in the software of the Freiberg (Germany) based software company. The knowledge of the developers and consultants about the processes in a label printing company tremendously facilitated the collaboration before and during the implementation of the software, with the result that a lot of questions could be resolved immediately. Even today, enquiries and/or change requests regarding the software are answered and processed swiftly, to guarantee the best possible customer care and to support the processes of the labels manufacturer.

Hagmaier
Etiketten & Druck

C3 Labelprinting for narrow web label printing

The company

70 years of experience in three generations of label manufacturers: That's Hagmaier Etiketten & Druck. With the best quality and state-of-the-art equipment, the company accepts every order and with a lot of heart and soul, they ensure an uncomplicated execution. "We live labels" is the slogan of the company and can be felt everywhere.

Task

With the move to the third generation of the family business, the conglomeration of Excel spreadsheets and self-fabricated software was to give way to a new ERP solution that would unite all processes under one roof. The most important requirement was that the new software works quickly and accurately and offers the greatest possible transparency.

Solution

In 2013, Hagmaier opted for the ERP-software from Theurer.com C3. The deciding factor was the overall package of planning, calculation and logistics, as well as the industry knowledge of the developers and consultants.
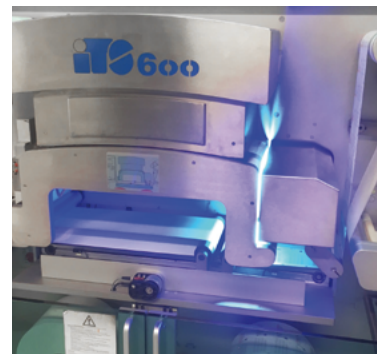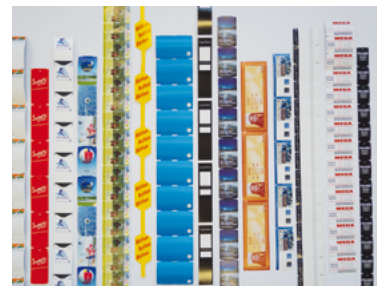
Benefits

• Transparency in the calculation and for costs: All involved employees can quickly identify how the prices have been put together and which setscrews can still be turned.
• Follow-up orders can be generated fast and simple out of old orders and articles. The efficiency of the software supports the label printer with a fast order processing.
• The time saving along the entire production chain: The inter-linking of the individual modules means that all information comes from one source without having to search in other tables or files.

About theurer.com

theurer.com C3 is the leading ERP/MIS software for the printing and packaging industry. C3 organizes all processes - from calculation, sales and production planning through logistics to controlling. With preconfigured business templates, C3 offers "best practice" solutions to specialized companies, such as: Manufacturer of labels, flexible packaging, folding cartons or corrugated products. With about 40 highly qualified employees, the company supports its users in the daily use of C3. About 200 companies in 20 countries and more than 10,000 users automate their business processes daily with C3.

Saving Time = Saving Money

Thanks to the C3 ERP/MIS-Software, information is no longer lost and follow-up orders can be created in a timely manner, using already existing data. In addition, statistics, order histories and the CRM module help to discover and efficiently use improvement potential along the production chain. However, saving time on order processing is the biggest benefit that the company draws from the new software. Variety management makes it quick and intuitive to create new varieties based on the same template. With a few clicks, the properties of an article can be changed, so that a permanent sticking label becomes removable, and vice versa. The subsequent offer is promptly created and can show different quantities with the most cost-efficient machines. This way it can be decided individually on which of the existing machines the order can be produced. Price adjustments can also be done with only a few clicks. Furthermore, the clear price graduation allows it, to see if the fixed costs are still being covered and if orders are worthwhile, even though there has been a price reduction.

Transparency along the process chain

Transparency over all costs, processes and profits – all that is provided by theurer.com C3 for Hagmaier Etiketten und Druck. This overview makes it easier for the company to prioritize their orders, monitor quality, and continue to improve. The orders can also be processed faster because the order lead is more effectively regulated. The time till the production starts has been reduced along the production chain as many processes can be completed faster. The label manufacturer's customers notice this because of faster production and delivery times. "The implementation of the new software by theurer.com was detailed and intensive. Our employees were thus very well prepared to work with the software," the managing director sums up his impressions. "The added value the software offers for us and our customers made it well worth to invest the time."