



LEIFHEIT AG optimizes its supply chain together with 4flow

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LEIFHEIT AG, Nassau/Germany, realigns its supply chain in the division Household Products using the support of 4flow consulting. The program is titled "Supply Chain Champion – advantage through service", and aims at producing a rapid, stable and flawless supply chain with efficient and lean sequences. Dirk Jannausch, Head of Supply Chain at LEIFHEIT AG, emphasizes: "With the experts of 4flow, we took on board professional support with a high expertise. Especially their strength to translate things into action convinced us."

With the prominent brands LEIFHEIT, Soehnle and Dr. Oetker Bakeware all in its Household Products Division, LEIFHEIT AG is one of the leading European suppliers of non-electric household appliances. LEIFHEIT focuses primarily on the European market, and has numerous international subsidiaries. In the financial year of 2006, with more than 1,400 employees the LEIFHEIT corporate group generated a turnover of €277 million, thereof €206 million within the Household Products Division.

4flow consulting offers one-stop-shopping for management consulting, concept design, and support during the implementation process in the fields of logistics and supply chain management. "An efficient supply chain is a considerable competitive advantage for LEIFHEIT. In a common team, we will improve the service and increase the efficiency significantly", assures Dr. Stefan Wolff, CEO of 4flow AG.

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About 4flow

The Berlin/Germany based 4flow AG is a leading provider of logistics consulting and supply chain software. 4flow consulting offers one-stop management consulting, concept creation and support in the implementation of logistics and supply chain management. 4flow vista is the standard software for supply chain design and optimization. 4flow turn is the web-based standard software for inventory optimization.

Find more information at www.4flow.com.