

Lean – Green – Digital

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Bad Neustadt (FCPB) –
Ein Standort im Wandel

2022-07-22
André Piel (FCPB)



A young child with curly hair is eating in a kitchen. An adult's hands are visible, holding a spoon and a bowl, serving food to the child. The scene is warm and domestic.

Within SDA
we focus on
the **Culinary**...

A man is lying down, smiling, and hugging a large white dog. In the background, there is a brick wall, a vase of white flowers, and a stack of books with a teal mug on top.

... and the
HEMECARE
consumer worlds

Within those two highly relevant consumer worlds we are offering solutions within three Categories and are pushing Innovations across all of them

CULINARY world

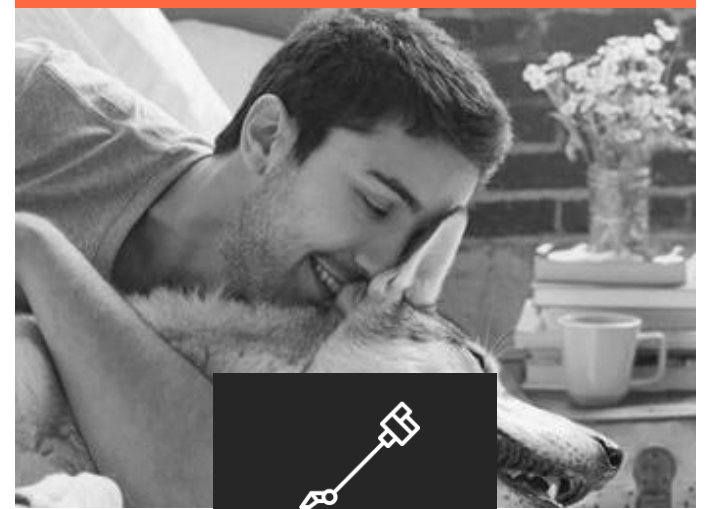


Food



Beverage

HOME CARE world



Indoor
cleaning



INNOVATIONS

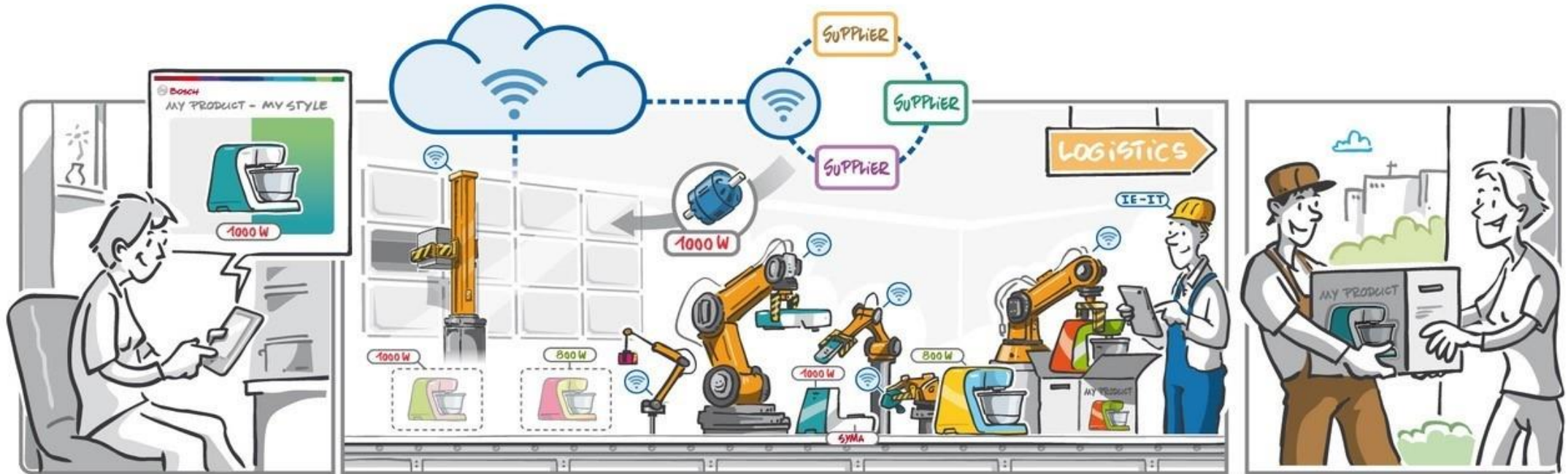


Bosch Home Care excites consumers globally with
Performance, Perceived Quality, Iconic Design
and a strong contribution to a **Healthy Living**.



The PCP factory of the future survives only by Excellence:

EXCELLENCE = CONSUMER BENEFIT - COSTS



LEAN – GREEN – DIGITAL – AGILE

PILLARS

Best cost

Cost competitiveness -
be on benchmark
level in overall
costs

Digitalization

Vertical and horizontal
connected
factory along
the supply chain

**Production
on demand**

Sustain flexibility from
volumes, in portfolio &
in supply chain

Mass customization

Individualized,
customer specific
products in mass
production

CO₂ neutral

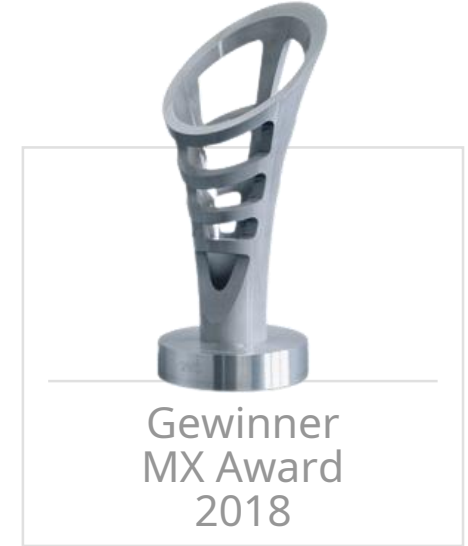
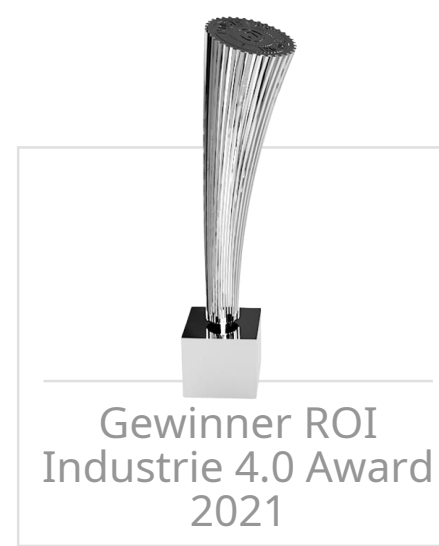
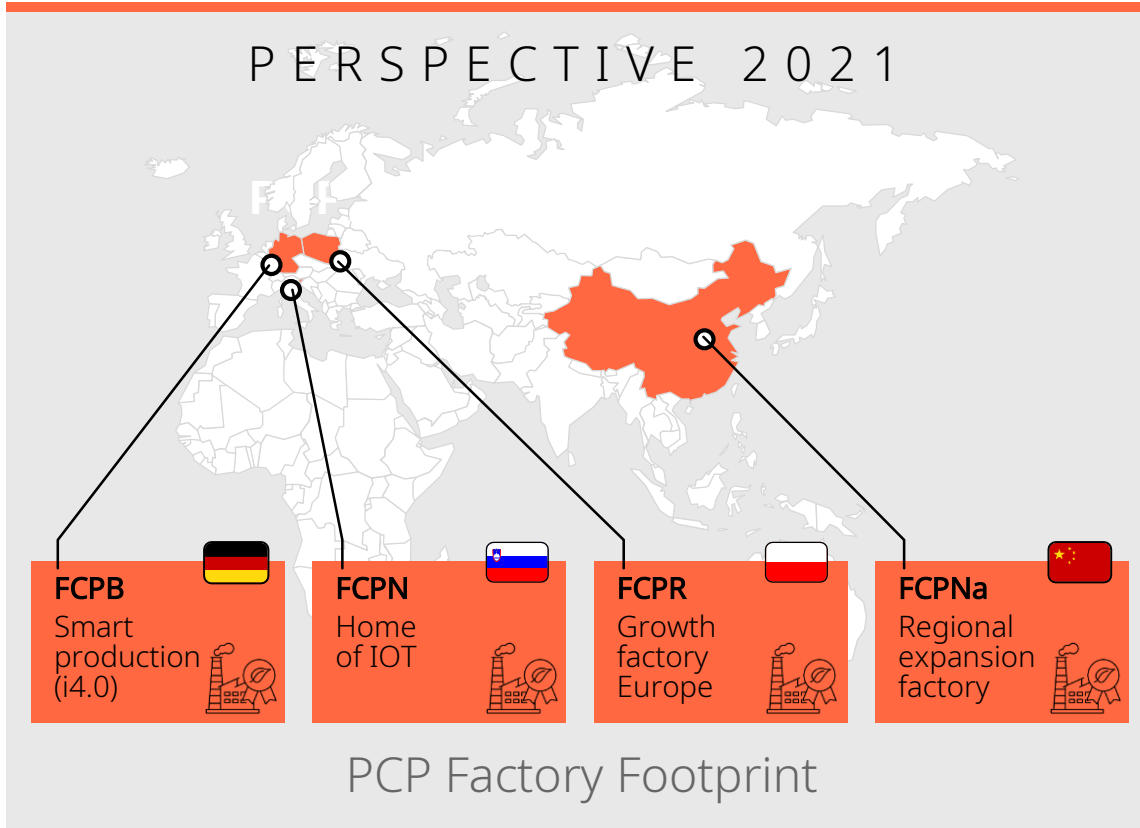
Increase energy
efficiency, extension
of on-site renewable
energy

People centric

learning organization,
cross functional &
empowered way of
working

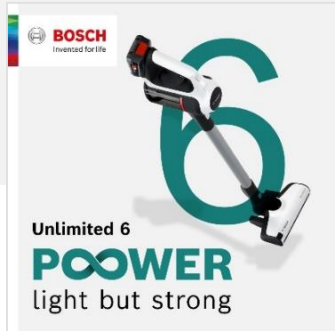
FCPB role: Smart production that drives digitalization along the value chain

Rolle jedes Werkes im PCP Footprint



**Smart production automation
and technology competence partner
for SDA products and blowers /
drive digitalization along
the value chain**

FCPB in a nutshell



FCPB



L&B-Gebäude, 1. OG

Nutzung BSH

- Standortleitung
- Verwaltung
- R&D incl. Labor

Vermieter:

- Siemens Real Estate (SRE)

2.300m²

Gesamtfläche BSH:
ca, 29.400 m²

11.400m²

Geis-Halle

Nutzung BSH

- Wareneingang
- Zukaufteilelager
- Fertigerrätelager / - versand
- Motorrenfertigung

Vermieter

- Geis-Gruppe, Logisitk

15.500m²

Halle B1

Nutzung BSH

- Produktion
- Qualitätsmanagement

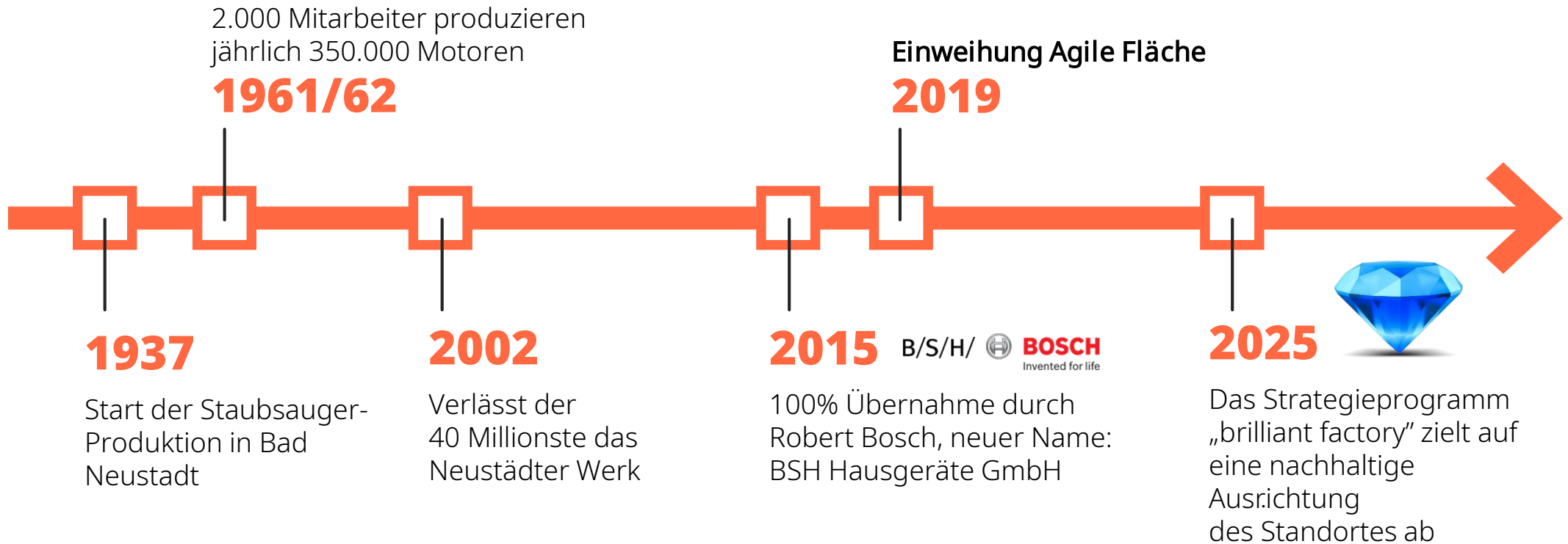
Vermieter:

- Siemens Real Estate (SRE)

# Mitarbeiter	451
Davon direkt	228
Davon Indirekt	223
Fläche [m ²]	29,400
Volumen [m€]	130

Smart production automation
and **technology competence** partner
for SDA products and blowers /
drive digitalization along
the value chain

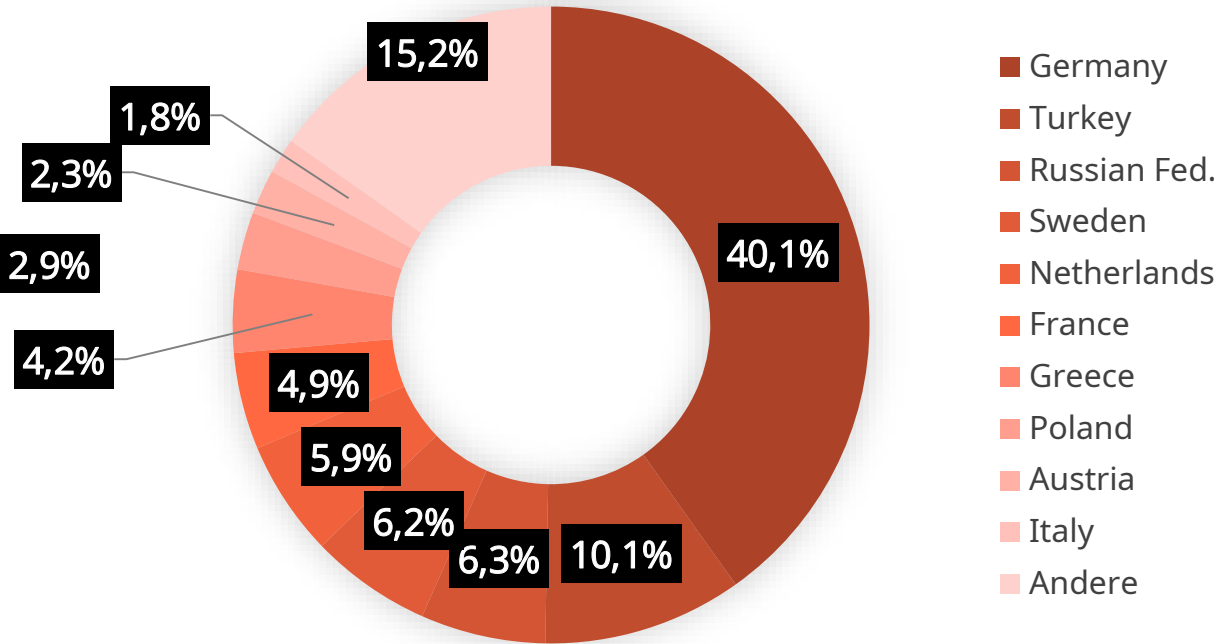
Geschichte BAD NEUSTADT



Zentrale Absatzmärkte
made in Bad Neustadt a.d. Saale

BSH BAD NEUSTADT

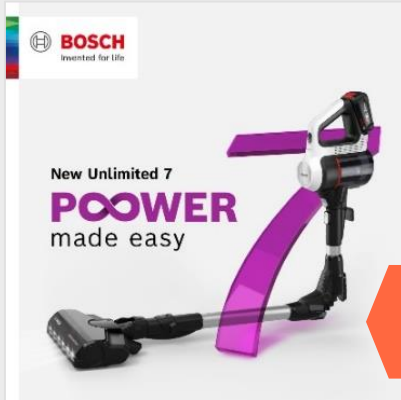
Umsatzanteil nach Zielländern



Disruptive Marktveränderung in 2017 als Katalysator zur Standorterneuerung

Ein homogener
Markt wird heterogen

1



+300%



-22%

Iran
Sanktionen

2



Temporäre Störungen
der Vertriebsstruktur

3



Ein Standort im Wandel



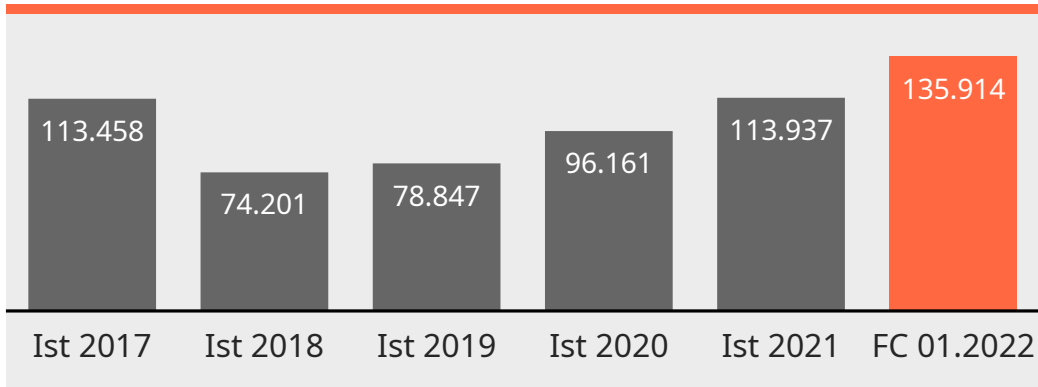
THE BRAIN: Our best BOSCH MOTOR MANAGEMENT

	Start 01.09.19	Serie 2	Serie 4	Serie 6	Serie 8
		Easy Control	Power Control	Remote Power Control	Auto Power Control
User Interface		Normal power regulation	Premium power regulation (new haptical feedback)	Comfortable power regulation by remote control at handle	Auto-setting does not require any further manual regulation
Motor Management		Simple electronic	Intelligent electronic steering the motor for most efficient performance	Intelligent electronic for most efficient performance, light management, sound management etc	Intelligent electronics with various sensors that automatically steers the motor

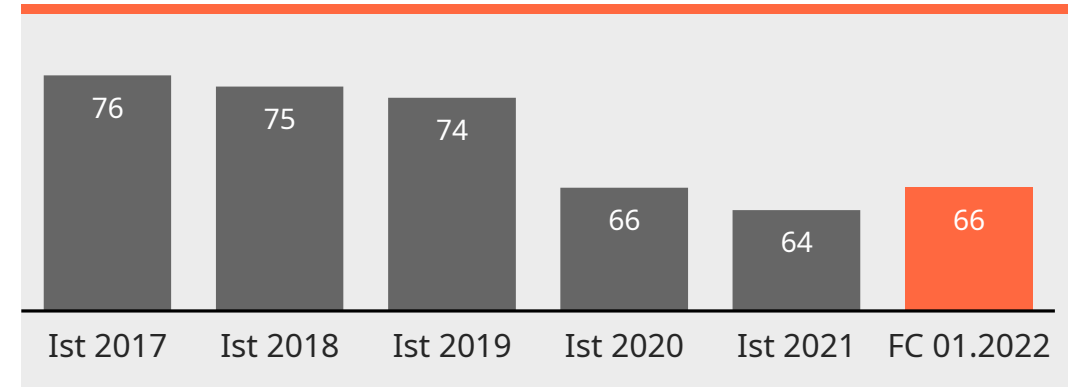


Der Wandel in Zahlen

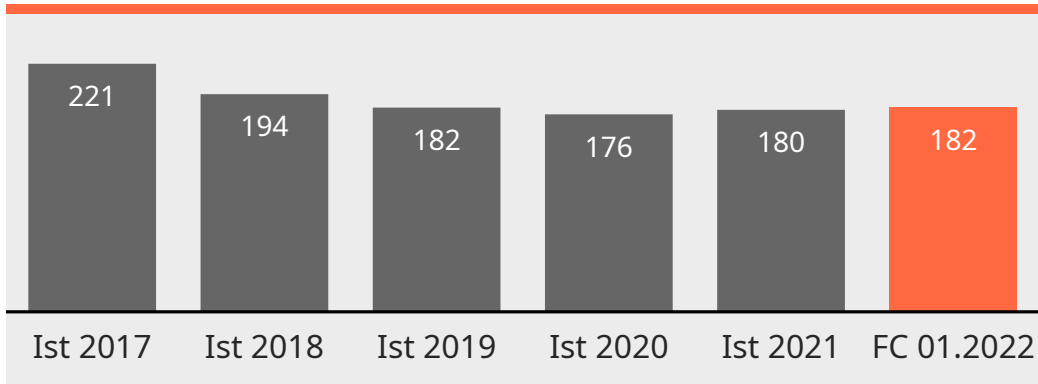
Erzeugnisleistung



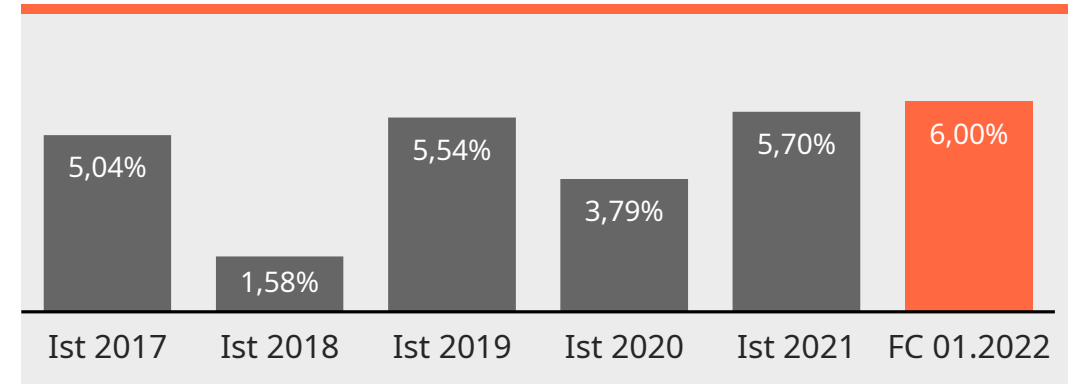
Indirekte MA



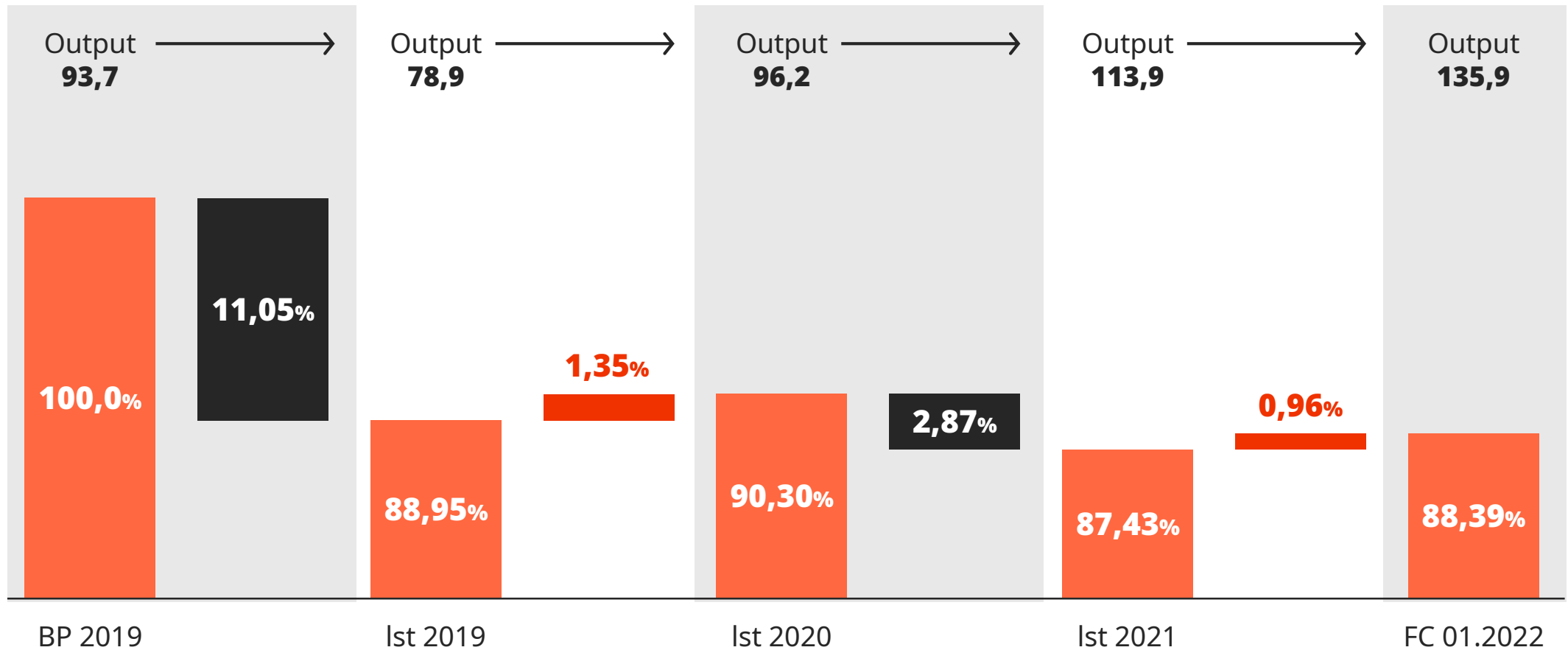
Direkte MA



DEP



Gemeinsame Kostenanstrengungen unterstützen den Wandel



Das neue Strategie Programm Bad Neustadt 2025

Bad Neustadt 2025



Brilliant Factory

Competitive – Sustainable – Bad Neustadt



Operational
Excellenz



Digital factory



Material Exellenz



Smart Logistics



One Team



Flexibility



Bad Neustadt 2025



Brilliant Factory

Competitive – Sustainable – Bad Neustadt



Eine brillante Fabrik verspricht...

Benchmark
Mitarbeiter-befragung Deutschland

Lieferfähigkeit **> 95%**

Produktivität **> 6%/a**

Erzeugnisleistung **> 150 Mio.**

Fixkostenrate **< 14%**

Materialratio **> 1,7%/a**

Fabrik des Jahres bis 2025

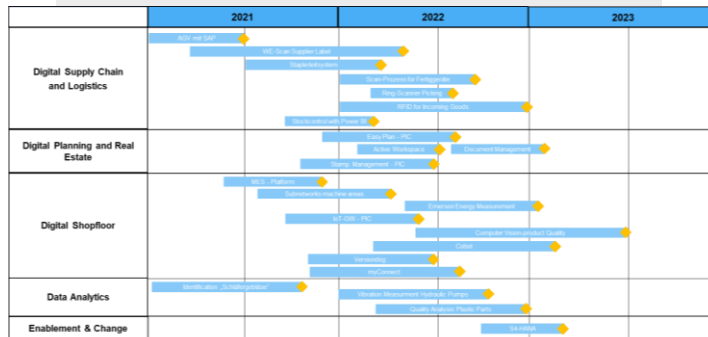
Wir erreichen eine 10%
Herstellkostenreduzierung
bis 2025



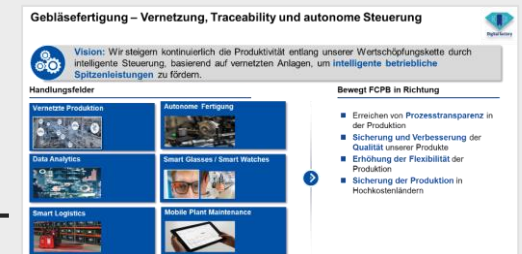
Strategy deployment am Beispiel Digital factory – Konkret abgeleitete Abteilungszielsetzungen und Handlungsfelder



Strategie,
Ziele Budgets
und Konzerninitiativen



Timelines, Ergebnisbeiträge,
Input in Konzernstrategie
(Pilote) und konkrete Projekte



HiPER BLDC blowers specially developed
to meet customer requirements for our Multi-use appliances

LIGHTWEIGHT

EASY TO HANDLE

COMPACT

HIGH DURABILITY

SUSTAINABLE

POWERFUL

LONG RUN TIME



Vorteile der BLDC Eigenfertigung

10 Years Motor Guarantee

Bosch Motor Technology

Power made in Germany



No extern Development necessary

Know How stays in house



High Flexibility for Future requirements

- E-Label changes
- Respond to the market



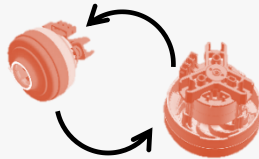
Short distances

in house

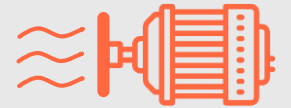


Similar parts to HiPER

- much experience available
- scalability and quantity effects



No similar blower available on the market



System & Price advantage

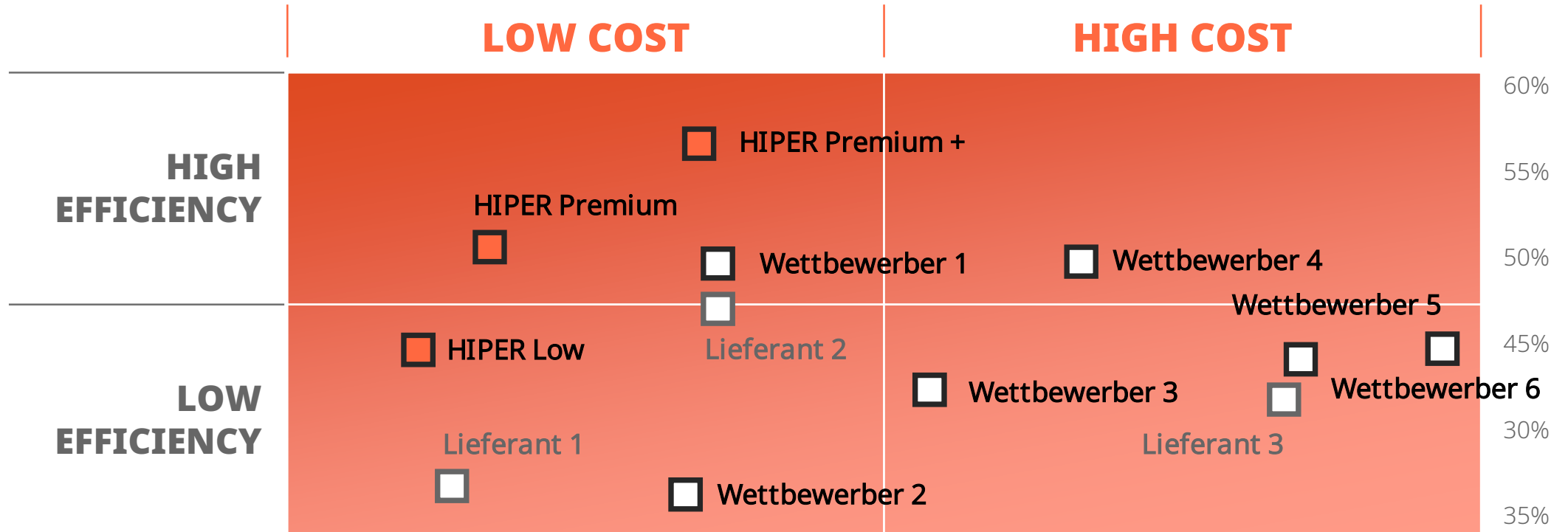
high economic efficiency



Short development timeline



Positionierung des BLDC im Wettbewerbsumfeldes



BLDC „Made in Germany“

Lean



- Schlankes Liniendesign
- Poka Yoke im Materialnachschieb
- Supermarktsteuerung
- TPM
- Kapazität 1,4 Mio.
- 1 Anlagenführer / Schicht



Green



- Insourcing des BLDC von China (CO² Reduktion um 200t/a)
- Wiederverwendbare Verpackung für internen und externen Transport
- Energieeffizientes Gebläse in der Use Phase



Digital



- Vollautomatisches Rüsten
- Tracability der Motordaten über die Lifetime (digitaler Zwilling)
- Vollvernetzung der Anlage
- Selbstlernende Algorithmen zur Parametrierung

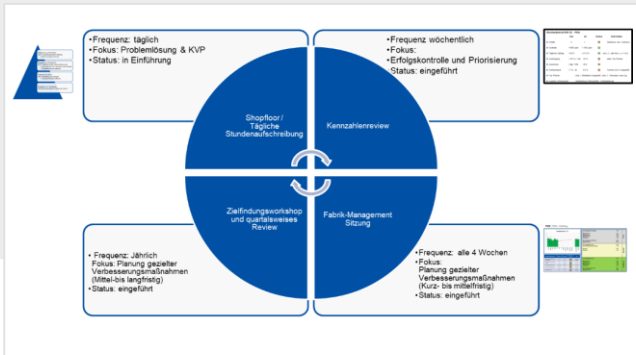


Lean – Green – Digital im Shopfloormanagement

Lean



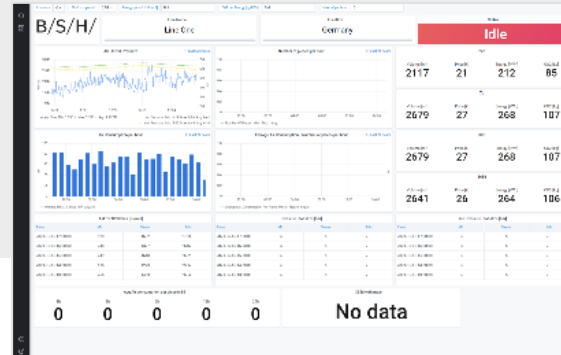
- State of the Art Shopfloormanagementsystem
- Tägliche, wöchentliche und 4 wöchentliche Zyklen
- Transparenz
- Integration aller relevanten Stakeholder
- Klare Eskalationsregeln



Green



- Energiekennzahl bereits 2020 erfolgreich in die monatlichen und wöchentlichen Zyklen integriert
- In 2022 schrittweise Detaillierung im tägliche Zyklus



Digital



- Erfassung von 80% aller Kennzahlen in Echtzeit
- Maßnahmendefinition und -distribution direkt am Touchscreen
- Transparenz für jeden Mitarbeiter durch offenes und interaktives System



Product

- Made from 64% recycled plastic
- Packaging 100% recycable
- Long lasting Bosch Motor
- Made in Germany



Packaging



Die Herausforderungen sind groß aber machbar!

