



EDI brings competitive advantage in the cosmetics industry

30,000 tons of cosmetics are produced each year and exported to 30 countries. Over 1,000 different creams, shower gels, shampoos, etc. is the reason why the cosmetics manufacturers Rudolf Lenhart introduced EDI to manage its logistics.

Almost 10,000 € savings a year for the German Lenhart cosmetics manufacturer with the introduction of EDI based on GS1 standards. Lenhart did not only achieve significant cost savings but at the same time they have enhanced productivity, customer satisfaction and additional market opportunities.



The aim of the PROZEUS project is to organise more efficiently the company's overall business operations through EDI (electronic data Interchange). In particular, the ordering, delivery and invoicing processes should be automated using standardised message types. This will speed up the reception of goods at Lenhart warehouse and avoid out-of-stock situations in the stores.

The electronic forwarding/transport message (IFTMIN) and the electronic Despatch Advice message (DESADV) were the first EDI components within the eBusiness implementation at the cosmetics producers.

These electronic messages based on EANCOM® standard allow Lenhart to increase its commercial presence and optimize its exchange with other trading partners such as the company dm-drogerie among others.

The detailed results of the Rudolf Lenhart GmbH project are available on PROZEUS website at www.prozeus.de

PROZEUS - at a glance

PROZEUS is a joint project carried out by GS1 Germany and IW Consult on behalf of the German Federal Ministry of Commerce and Technology (BMWi). It was launched in 2002 PROZEUS stands for the promotion of the eBusiness competence of small and medium-sized enterprises (SMEs) in order to enable them to participate in global markets for purchasing and sales with integrated processes and standards. For more information www.prozeus.de

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With special thanks to :

