



Success Story

Marabu GmbH & Co. KG

World-wide manufacture of printing
and creative inks of the highest quality

WORLD-WIDE MANUFACTURE OF PRINTING AND CREATIVE INKS OF THE HIGHEST QUALITY



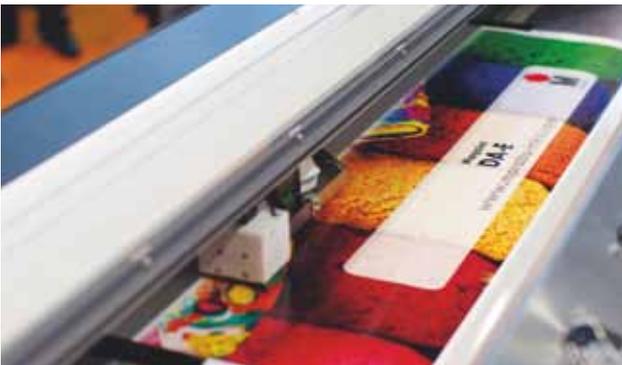
The Marabu head office in Tamm (Germany) sets the standards for quality and environmental management, work health and safety in the group

Marabu is implementing unified standards with a Multilingual Management System

For more than 150 years Marabu has been an innovator and a reliable partner for business and users for silk screen inks, pad printing inks, digital printing inks and creative inks. More than 500 qualified employees in the Marabu Group delight customers all over the world with a wide range of different inks for annual sales of 100 million euros. Marabu manufactures high-quality special inks with the “Made in Germany” seal of quality at two sites in the technology region of Stuttgart. Whether you are interested in inks for industrial and graphic applications or for hobbies,

art and recreation – Marabu products are leaders in quality in all fields. Top-class technical service, practical customer training courses and special environmental awareness are central components of the Marabu company philosophy. Marabu has also established sustainable business practices as an important part of operations and has proven it with numerous actions and solid results. Marabu will enthusiastically continue these activities into the future.

As a result of a strategic reorientation, the subsidiary companies have become successively more closely linked to the parent company over the past few years. The parent company sets the standards for quality and environmental management, occupational health and safety that are applicable for all subsidiary companies. The original plants in Tamm (head office) and Bietigheim-Bissingen have been certified under ISO 9001 since 1995 and under ISO 14001 since 2003 and have now embedded occupational health and safety in the company standards with the OHSAS 18001 certification (since 2012) and the associated “Safety with System” seal of quality.



Marabu manufactures inks for digital printing for use in graphic and industrial applications on flexible and rigid substrates

Unified quality and Environmental Management for locations distributed all over the world: the integrated Marabu Management System (MMS)

Key international customers also expect that Marabu will implement a global quality and environmental management system. As part of the new organizational structure of the Marabu Group and the associated requirement for standardization and due to existing customer requirements, the decision was made in 2012 to expand the current MMS globally and to start with the certification of the branches in France, China and the USA under ISO 9001 and 14001. The group looked for a new integrated

management system software that would be rolled out initially in the foreign plants. At this stage the German sites were already using a computer-supported system, but it was not capable of operating over multiple sites and did not include a tool for process modeling. As a result process flow charts had to be prepared separately in a complex process with a different program and then transferred to the current MMS by “copy-and-paste” with every revision.

“The overall master plan in the background was a future multi-site certification of the Marabu Group by TÜV SÜD. This is available for companies with multiple sites. The multi-site certification is possible if the different branches opera-



ConSense IMS will be implemented at all Marabu sites and will depict the process landscape particularly at group level, but at the same time it will enable variations in processes for special requirements at specific sites

te with a common quality and environmental system, the management systems are planned and controlled centrally and the different locations are subject to a common annual audit program. Under this system the multi-site auditing is conducted annually at the head office in Tamm and only randomly at the other locations. This significantly reduces the work involved with the certifications and saves time and costs for certification”, explains Klaus Cee, Vice President Quality Environment Safety at Marabu GmbH & Co. KG.

Because the first certifications were scheduled for 2013, a tool was urgently sought that could be used to place the quality management on a common basis at the different sites. The specific requirements for Marabu included not only multilingual and multi-site capacity but also a system that would be easy to operate: The process managers should be able to create and manage processes themselves. However, the head office must retain central control.

Multilingual QM software simplifies harmonization

Marabu management found what they needed with ConSense GmbH, based in Aachen. ConSense is a specialist in particularly user-friendly and intuitive software for process and quality management and has been developing innovative solutions for complete electronic support of DIN EN ISO 9001 and many other standards since 2003. The special



Klaus Cee, Vice President Quality Environment Safety at Marabu GmbH & Co. KG

features of ConSense software include a practical multilingual concept and the display of site-specific deviations, which support the cautious harmonization of company-wide standards. *“ConSense was the only provider who met our requirements”*, states Klaus Cee.

The ConSense IMS integrated management system was implemented with a tight schedule. In 2013, the system was accepted, as early as June 2013 Marabu France with a total of 4 sites at that time was certified and shortly after, in October 2013, the China site was also certified. A team of employees from the central quality, environment and safety section assisted the french and chinese colleagues with the implementation for about six months. The process landscape was developed in workshops and configured with ConSense. *“The integrated flow chart manager was particularly useful with its capacity for modeling processes quickly and simply”*, says Klaus Cee. The introduction of the new system was continued at high speed: After China the US plant was certified in November 2013, Brazil and Sweden followed in 2014, Italy in 2015 and finally Marabu UK. All certifications were successfully completed. ConSense IMS has also been in use on the German sites since 2014.

Klaus Cee explains how the new management system could be implemented in locations all over the world in such a short time with the example of the project-specific procedure: *“We set up a process landscape at group level. The structure of the manuals is also identical everywhere. For example, we number our processes identically all over the world. During the implementation at a site we first created half to three quarters of the processes and adapted them to the local requirements. The local Quality Management Representatives were responsible for this. We prepared process maps and modeled processes in workshops. The results and the implementation into operational practice were checked by internal audits. On the German sites where the old QM system was based on the use of Visio, we were*

able to import our existing flow charts into ConSense via an interface. We then revised the process depictions for the German plants based on the imported 'raw versions'."

Representation of common factors and local variations

One advantage of ConSense that was particularly helpful for Klaus Cee and his team is the multilingual capacity of the software, which now covers fourteen languages. The software also enables the use of two different types of language concepts for documents and processes: Identical content is used in different languages or variations with differences in content are used in different languages. The variation concept is required if – as with Marabu – a simple translation of processes is not sufficient, because local, regional or national characteristics require variations in the content. *"In this case, our software ensures that along with a change of a central specification, all associated variants are automatically modified"*, explains Dr. Iris Bruns of ConSense GmbH management.

At Marabu the system is now used in the interface languages of German, English, French, Italian, Chinese (Mandarin), Spanish, Brazilian Portuguese and Swedish. There are eight site-specific management manuals at currently 11 sites, with various processes and schedules. *"The locally valid standards include the test requirements for the specific market. For example, in our plant in the USA there are several different tests, because the various inks here are not only mixed from standard inks but are also manufactured from locally unique liquid laminates. Standard inks are tested centrally in Germany. We also have locations without an ERP system, which also results in differences. Local legal requirements, such as the documentation required for fire safety or occupational health and safety, also require variations. However, it is important that we have defined minimum requirements for standard processes that are applicable throughout Marabu"*, emphasized Klaus Cee.

ConSense IMS is thus the only software that is used at all sites of the Marabu Group. It manages documents, including automatic checking and release workflows, monitoring and archiving. Process documentation is available in English and the local languages. Marabu has implemented an unified process numbering system applicable for every plant. This simplifies searching in the system, to which all employees have access: When users log into Windows they are also automatically logged into ConSense IMS (single sign-on). Every employee has access to up-to-date and personalized information relevant to that person, such as SOPs, current revisions and world-wide company news.



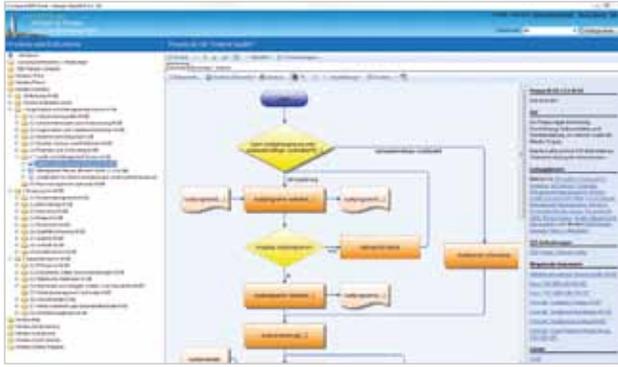
Marabu silk-screen inks are used for printing glass and 3C touch screen), three-dimensional objects, labels and signs, foil keyboards and much more.



Marabu manufactures high-quality special inks with the "Made in Germany" seal of quality



At Marabu the ConSense software is used in eight different interface languages



The internal audit program of the Marabu Group is also managed for all locations by ConSense IMS.

ConSense IMS drives the continuous improvement process

All threads come to Klaus Cee at the Tamm head office. As the person responsible for the corporate management system he and his team monitor the complete system in Germany and other countries. He is the supervisor of the subsidiaries, is responsible for initiation and support of the local quality management personnel and manages the annual internal audit program of the Marabu Group. The new management system has simplified his work with its improved transparency. He can now access all locations anywhere in the world. Orientation is simple with the same

interface everywhere. The Corporate QES-ISO team also finds the translation function that ConSense IMS offers for items such as processes and documents extremely useful. Documents in the local languages at international locations can be translated back for audits. *“This allows us to see very quickly whether we are deviating from the specified standards and we can take immediate action to counteract it”,* says Klaus Cee.

The general opinion of the project management is very positive: *“The unified system ensures that there are no local variations in the quality and environmental management system. Every employee has access to the processes of the others. This enables the different subsidiaries to support one another. This saves time and resources because it is not necessary to reinvent processes and sequences that are the same at different locations. A management system that is standardized all over the world such as ConSense IMS is useful not just for standardized documentation. The most important factor from my point of view is the good support for the continuous improvement process.”*

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ConSense GmbH History

ConSense GmbH is a leading supplier of software technology for quality and integrated management systems. ConSense GmbH, based in Aachen (Germany), has been developing scalable solutions for all company sizes since 2003, with development work concentrating on the optimum support of organizational processes and user-friendliness. ConSense GmbH acts as a consultant for the technical, organizational and personnel introduction of ConSense software solutions with modern strategies and concepts from the start to the operational phase. ConSense software products have more than 600 customers and users in six figures in all types of industry.

