**berlin** ™
PACKAGING
*Anything is Possible.*™

Berlin Packaging LLC
Chicago, Illinois
www.berlinpackaging.com

**Industry:**
Retail: Wholesale Distribution

**Annual Revenue:**
US$500 million

**Employees:**
More than 400

**Oracle Products & Services:**

PeopleSoft Enterprise
  Financial Management Suite
  Supply Chain Management Suite
    Order Management
    Inventory
    Manufacturing
    Cost Management
    Purchasing
    Product Configurator
  Portal
Hyperion Planning
Oracle User Productivity Kit
Oracle Tutor

"Our Oracle applications allow Berlin Packaging to be the only company in the packaging industry to track on-time delivery to our customers. By allowing us to properly manage our inventory and transportation logistics, and help our customers forecast demand, we have exceeded 99% on-time delivery for the past five years."
– Steven Canter, Chief Information Officer, Berlin Packaging LLC

## Berlin Packaging LLC Increases Profitability and Cuts Costs with Efficient Enterprise Resource Planning

Berlin Packaging LLC is one of North America's largest stocking suppliers of plastic, glass, and metal containers and closures. With more than 40 sales and warehouse locations across the United States, along with its headquarters in Chicago, Berlin Packaging supplies billions of containers and closures, as well as design, labeling, filling, and sourcing services to companies both small and large. The company serves national and private-label brands in a multitude of markets.

### Challenges

- Support rapid, organic growth and increase competitive advantage by establishing a flexible, efficient enterprise resource planning system
- Increase yearly profits by driving sales of containers and closures and decreasing costs as a percentage of revenue
- Enable the company to quickly adapt to the volatile prices of oil and natural gas, commodities that are vital to its profits
- Improve overall productivity by implementing documentation procedures and ensuring all employees are trained consistently

### Solution

- Upgraded the company's existing PeopleSoft applications, streamlining and accelerating key processes, such as customer order fulfillment and new-product set up by more than 50%
- Lowered costs by more than 1% yearly through improved inventory management and reduction of obsolete inventory
- Configured the system to react quickly to changes in oil and natural gas costs, thereby enabling the company to increase its gross margins during times of rising raw material costs
- Utilized Oracle User Productivity Kit and Oracle Tutor to document work procedures and ensure that every employee is properly trained, enabling the company to become certified in International Organization for Standardization (ISO) 9001 quality management systems in only 12 weeks
- Increased sales by demonstrating operational excellence, such as the track record for 99% on-time delivery
- Supported sales growth from US$140 million to over US$500 million while growing headcount from 190 to more than 400
- Enabled salespeople to forecast monthly sales and gross margin by customer and then transfer the results to the consolidated budget, where managers can evaluate departmental budgets

**ORACLE**®