



CERAMFIX[®]

ARGAMASSAS E REJUNTES

SPECIALIST IN WHAT WE DO

TIMELINE

1993



2005



2016



2017



WHERE WE ARE



Gaspar/SC
Osório/RS
Alto Paraná/PR
Rio Claro/SP
Serra/ES
Campo Grande/MS
Confins/MG
Abadiânia/GO
Ciudad del Este/Paraguay

PRODUCTION CAPACITY

50.000 TON

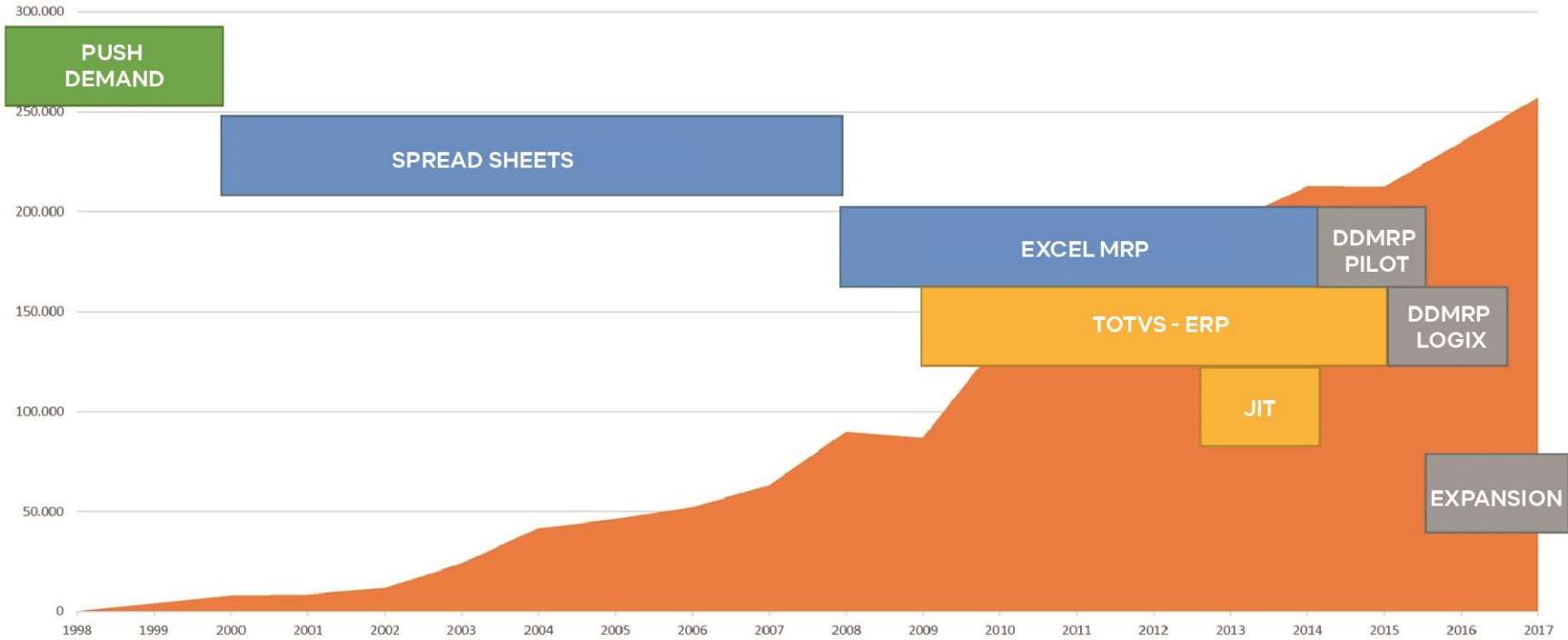
Per month

10%

MARKET SHARE
5-Years Plan



CERAMFIX PLANNING HISTORY



2014 CERAMFIX SWOT

- PRODUCTS AT PROMPT DELIVERY
- MULTIPLE ITEMS WITH EQUIVALENT BOM
- FAST SETUP

STRENGTH

- FORECAST BY PRODUCT FAMILIES ONLY
- NECESSITY FOR WAREHOUSE EXPANSION

WEAKNESS

- MARKET SHARE GROWTH
- NEW BIG CLIENTS

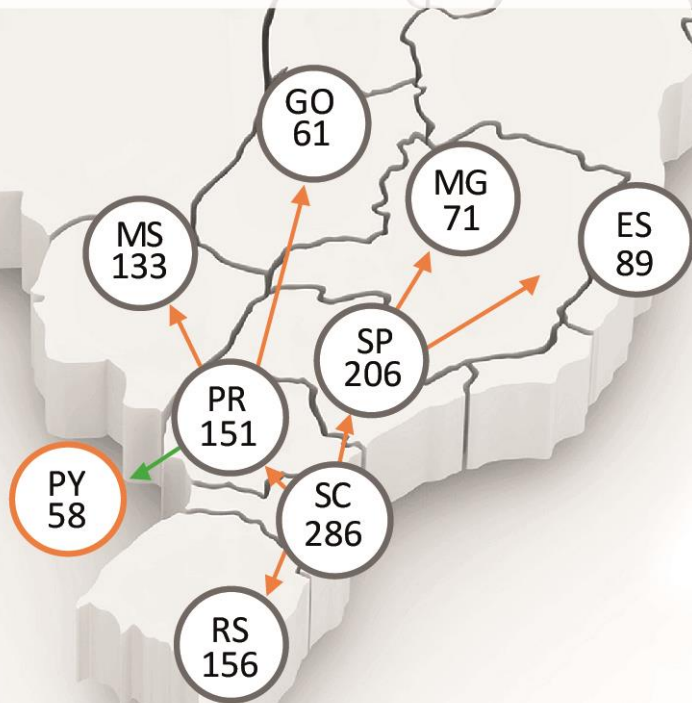
OPPORTUNITY

- CONSTRUCTION MARKET IN CRISIS
- SHIPPING COSTS

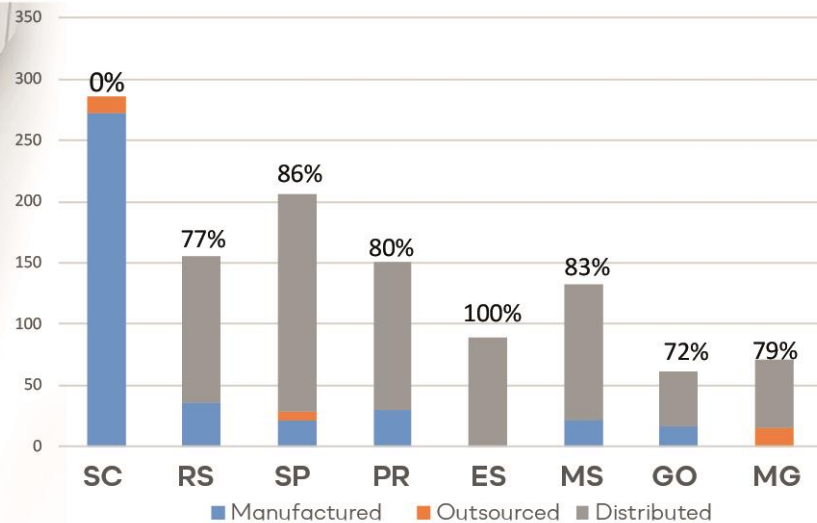
THREATS

SUPPLY CHAIN COMPLEXITY

ITEMS HELD IN INVENTORY PER UNIT



MANUFACTURED X OUTSOURCED X DISTRIBUTED



FINDING OUT ABOUT DDMRP



FEBRUARY/2014

Topic: Demand Driven Master Scheduling



Demand Driven MRP and Master Production Scheduling (MPS)

A white paper by the Demand Driven Institute

September 2013

Become a part of growing DDMRP community online. Join the official DDMRP LinkedIn Group!



The Demand Driven Institute (DDI) was founded by Carol Ptak and Chad Smith, co-authors of the third edition of *Orlicky's Material Requirements Planning* in order to proliferate and further develop demand driven strategy and tactics in industry enabling a companies to transform from "push and promote" to "position and pull."

For more information about our mission and how you might get involved, please contact us at:

www.demanddriveninstitute.com



DDMRP BENEFITS

Benefit	Typical improvements
Improved Customer Service	Users consistently achieve 97-100% on time fill rate performance
Lead Time Compression	Lead time reductions in excess of 80% have been achieved in several industry segments
Right-sizes Inventory	Typical inventory reductions of 30-45% are achieved while improving customer service
Lowest total supply chain cost	Costs related to expedite activity and false signals are largely eliminated (fast freight, partial ships, cross-ships, schedule break-ins)
Easy and Intuitive	Planners see priorities instead of constantly fighting the conflicting messages of MRP

THE FIVE COMPONENTS OF DDMRP

DEMAND DRIVEN MATERIAL REQUIREMENTS PLANNING

Strategic Inventory Positioning	Buffer Profiles and Levels	Dynamic Adjustments	Demand Driven Planning	Visible and Collaborative Execution
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Modeling/Re-modeling the Environment

Plan

Execute

We had several clients, now we have just one, INVENTORY.

CONCEPTS

MARKET

"Right Product at the Right Place at the Right time"



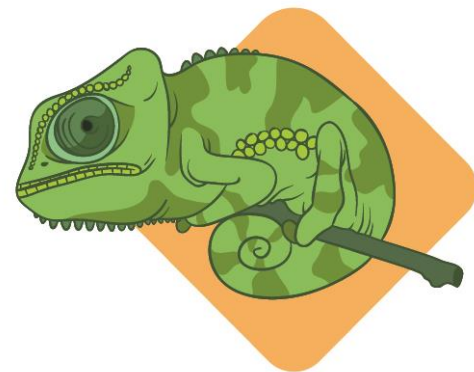
INVENTORY

Strategic Inventory Positioning and Buffer Profiles



PRODUCTION

Ready to adapt to demand

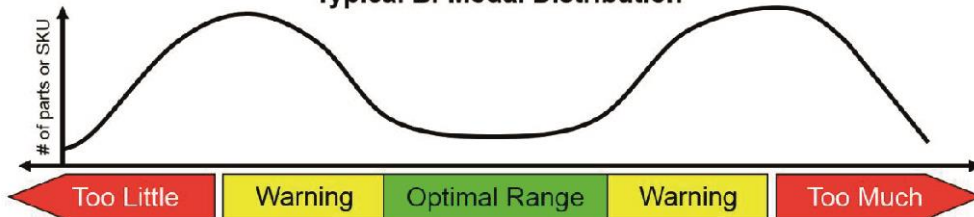


OBJECTIVES

PLANNING



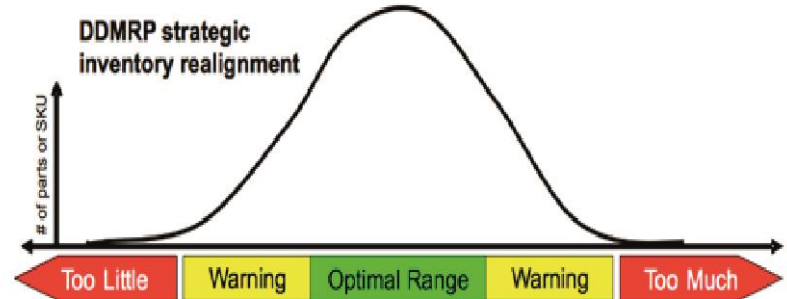
Typical Bi-Modal Distribution



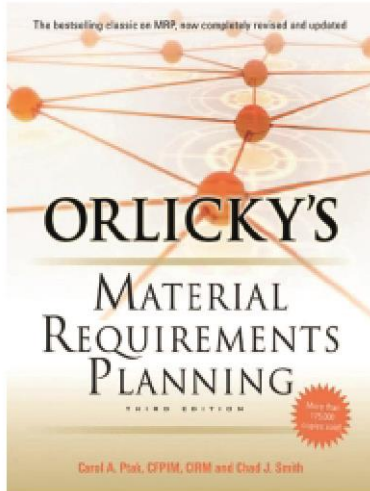
INVENTORY MANAGEMENT



DDMRP strategic inventory realignment



WHAT WE HAVE DONE SO FAR



WHITE PAPERS

REPLENISHMENT+[®]

Demand Driven
TECHNOLOGIES
Technology for a Demand Driven World™



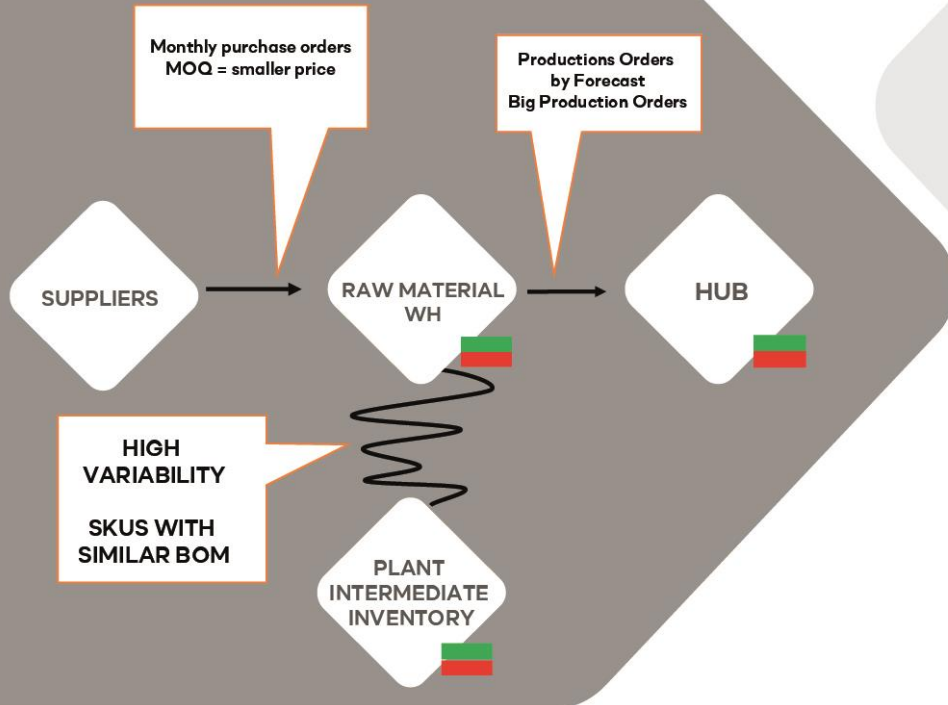
EXCEL PILOT



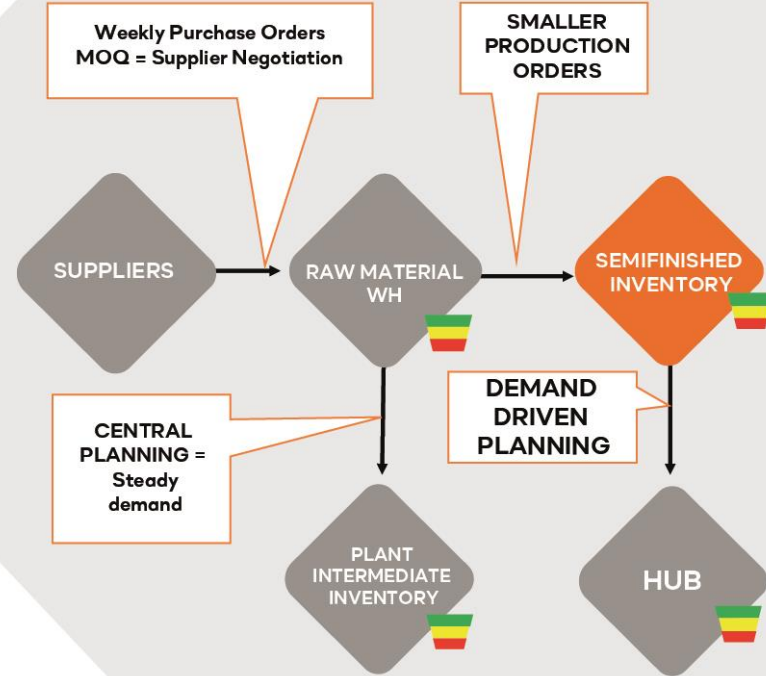
Código	Co	Marca	Peso (kg)	Peso por Unidade	Estoque	Pedidos em aberto	Ordens em aberto	Estoque Disponível AoH	Ordem Mínima MoQ	Nome Ordem de Produção	Green	Yellow	Red	Estoque médio Ideal AoH	Média Diária 3 meses	Dist de Estoque	Sazonal idade
ARGAMASSAS																	
300000	CINZA	CERAMIX	20	2.400	327.140	203.920	206.400	229.620	2.400	173.695	137.895	172.368	193.052	262.000	86.184	4	868
300001	CINZA	MARCA 01	20	2.400	250.560	166.400	0	84.160	2.400	22.945	28.681	32.123	43.596	14.341	6	0	0
300002	CINZA	MARCA 02	20	2.400	0	0	0	0	2.400	0	0	0	0	0	0	0	0
300003	CINZA	MARCA 03	20	2.400	36.160	29.600	16.800	6.560	2.400	2.400	1.125	1.820	2.820	563	12	0	0
300004	CINZA	MARCA 04	20	2.400	21.200	12.800	16.800	25.200	2.400	7.770	9.713	10.878	14.763	4.856	5	0	0
300005	CINZA	MARCA 05	20	2.400	16.680	0	0	0	2.400	3.350	4.188	0	0	2.094	8	0	0
300006	CINZA	MARCA 06	20	2.400	0	0	0	0	2.400	0	0	0	0	0	0	0	0
REJUNTES																	
600300	BRANCO	CERAMIX	1	600	2.448	780	1.200	2.868	600	0	817	1.022	1.144	1.553	341	8	0
600301	BRANCO	CERAMIX	12	600	48	0	0	48	12	0	0	0	0	0	1	33	0
600302	BRANCO	MARCA 01	1	600	1.116	540	0	576	6	600	285	319	619	95	17	0	0
600303	BRANCO	MARCA 02	1	600	660	156	1.200	1.644	600	0	0	0	0	0	0	0	0
600304	BEGE CLARO	CERAMIX	12	600	0	0	0	0	12	318	58	72	104	133	24	-3	0
600305	BEGE CLARO	MARCA 01	1	600	216	300	0	-84	6	2.643	1.443	1.803	2.020	2.741	601	4	529
600306	BEGE CLARO	MARCA 02	1	600	1.856	2.034	3.000	2.622	600	12	0	0	0	0	1	-8	12
600307	CINZA	CERAMIX	1	600	120	132	0	-12	12	12	355	444	568	746	148	-1	43
600308	CINZA	MARCA 01	1	600	1.578	1.674	0	-96	6	1.463	600	560	627	927	187	9	0
600309	CINZA	MARCA 02	1	600	1.734	1.190	1.200	1.744	600	0	0	0	0	0	0	13	0
600310	INDEFIN	CERAMIX	1	600	12	0	0	12	12	0	94	117	169	216	39	10	0
600311	INDEFIN	MARCA 01	1	600	48	84	0	384	6	0	600	436	489	789	145	9	0
600312	INDEFIN	MARCA 02	1	600	1.656	282	0	1.374	600	0	0	0	0	0	1	0	0
600313	OLIVA	CERAMIX	12	600	0	0	0	0	12	0	0	0	0	742	132	4	188
600314	OLIVA	MARCA 01	1	600	785	288	0	497	600	940	600	395	442	0	0	0	0

DECOUPLING POINT EXAMPLE

BEFORE



AFTER



DDMRP INTO OUR ERP



WHERE WE ARE APPLYING



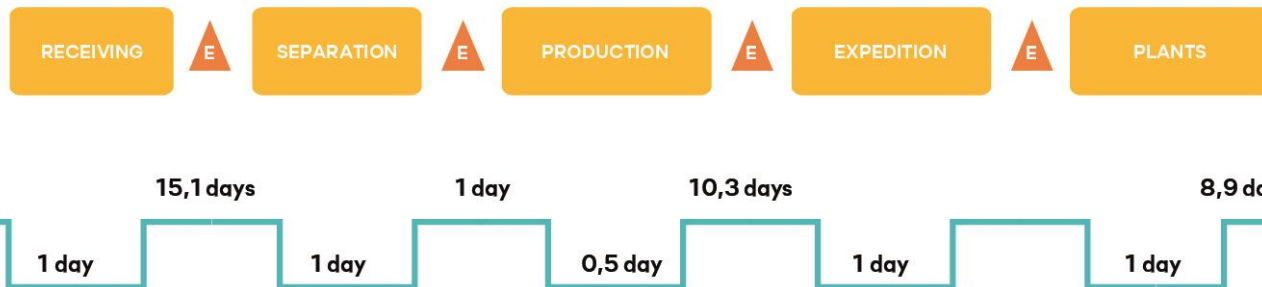
MAIN RESULTS



VSM - RAW GOODS AND INTERMEDIATE FLOW

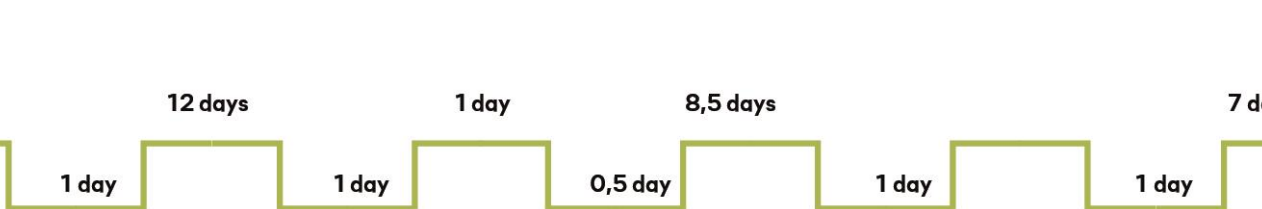
SAVINGS
R\$ 385 K

B
E
F
O
R
E



35,3 days
4,5 days

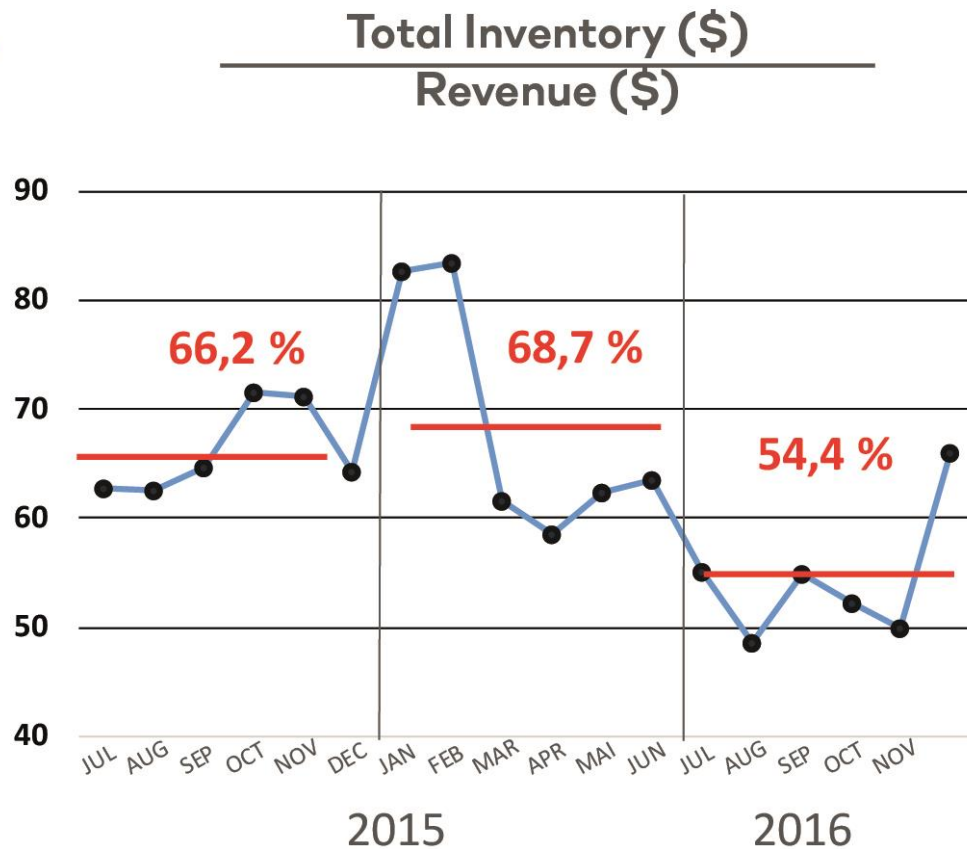
A
F
T
E
R



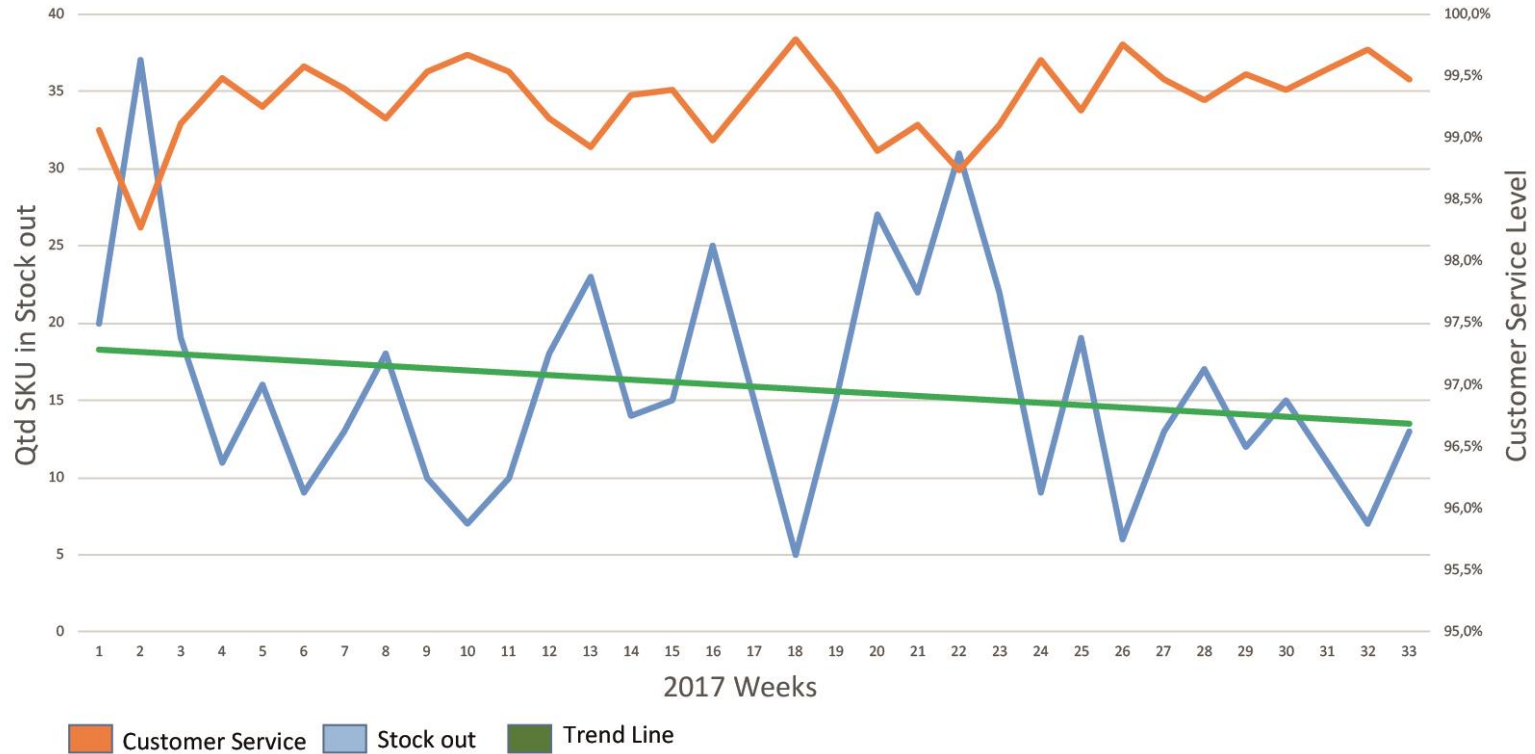
28,5 days
4,5 days

INVENTORY SAVINGS

Main
Warehouse
expansion
Project
Cancelled

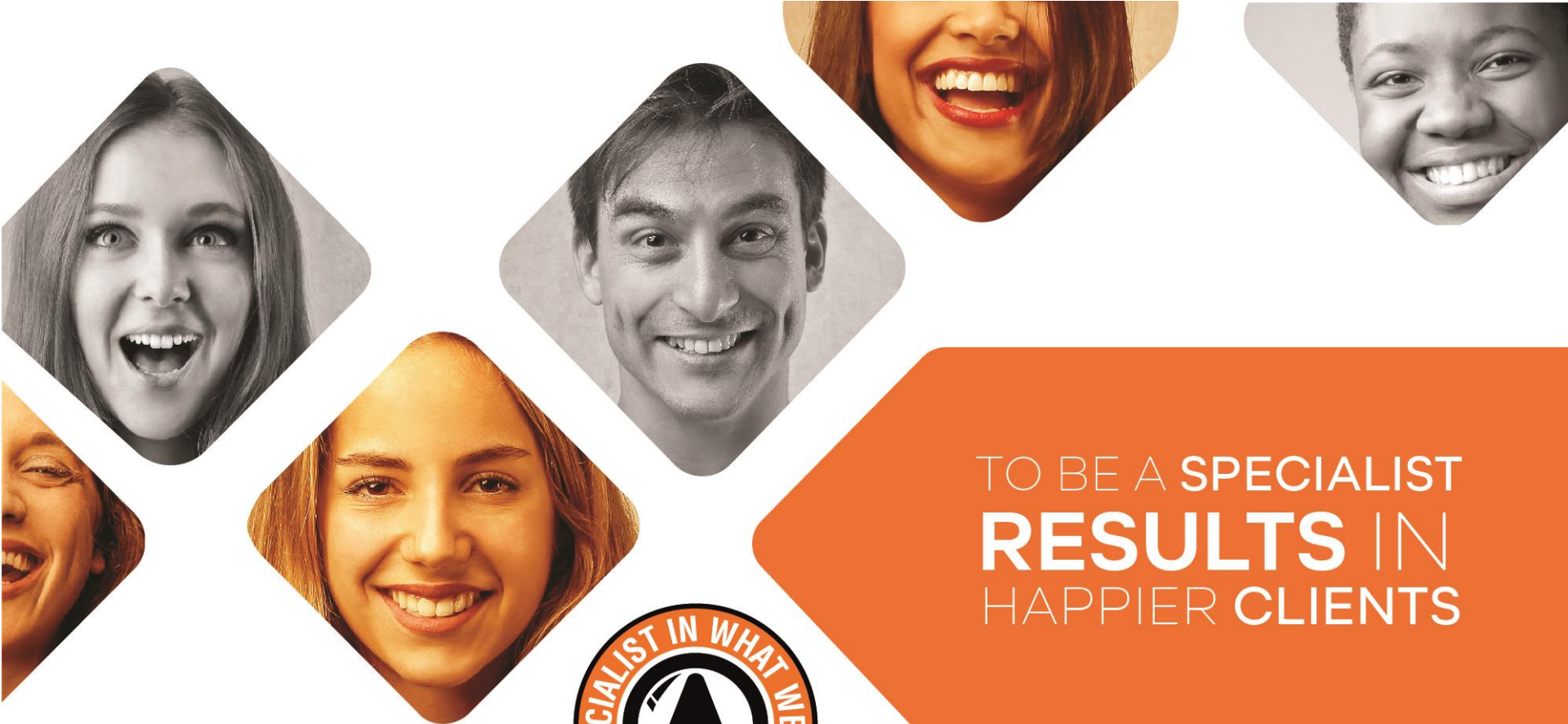


CUSTOMER SERVICE AND STOCK OUTS



NEXT STEPS





TO BE A SPECIALIST
RESULTS IN
HAPPIER CLIENTS



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