

“Everything in the right place at the right time”

basan GmbH bundles service package containing cleanroom products and services

Foods are sensitive products. Only hygienically optimum manufacturing processes guarantee maximum freshness, keeping quality and flavour. Flexibility is required here, since legislative amendments and technical innovations repeatedly necessitate new adaptation processes. basan GmbH, located in Kriftel, near Frankfurt/Main, offers relief to the industry by combining the delivery of cleanroom products with supplementary services to create customized solutions. “That can even be comprehensive, one-hundred percent supply via outsourcing,” according to basan proprietor Jacobus C. Bartels.



More than 4500 products available

The cleanroom professionals from the German state of Hesse have attained a leading position on the European market since the company was founded 25 years ago. The family enterprise, with six offices in Europe and two in Southeast Asia, supplies all industries that require controlled production conditions. Besides the food industry, these include especially micro-

electronics, pharmaceuticals, automotive and medical technology.

More than 4500 high-quality cleanroom products are available to basan customers. Products procured by food manufacturers from basan include primarily disposable and reusable clothing, cleaning agents and systems and stainless steel installations. Stocks are replenished at the basan logistics centres by a global network of suppliers. Intensive product scouting keeps the portfolio up to date with current developments. Under the “Quantus” label, basan even markets its own series of reusable clothing, which is adapted to cleanroom conditions.

From clothing to complete systems – “We decide in dialog with the customer how to fulfil the customer’s requirements,” Managing Director Frank Braun explains. His specialists determine the articles and materials with the optimum cost-effectiveness ratio for each manufacturing field. In supplement to the products, customers can take advantage of an extensive bundle of services. “Real added value for the customers,” says Frank Braun.

Full-service concept guarantees continuity of supply

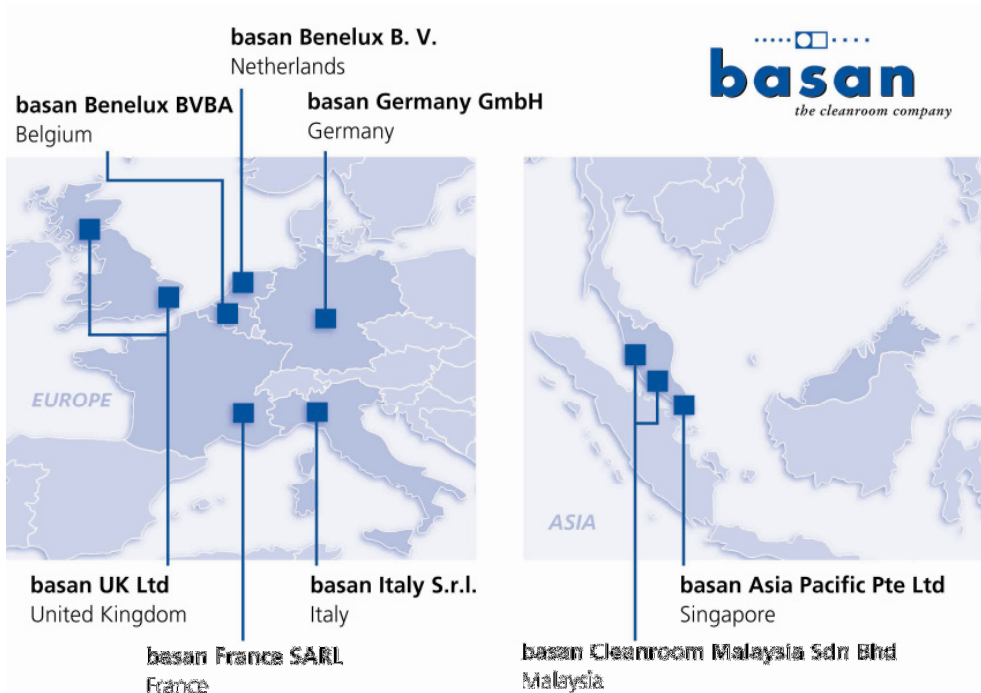
As early as 1997, the ISO 9001 certified company presented a full-service concept, which is constantly under development. First, a demand analysis, including optimization of quantities and costs, is prepared. Then basan takes care of the material requirements planning, logistics and warehousing – as requested – all the way to complete system integration. In the latter case, basan directly monitors the consumption of products by the customer and automatically replenishes the inventory within 24 hours after a pre-defined minimum quantity is reached. “For an enterprise, that means absolute guaranteed supply with no in-house effort,” says basan proprietor Bartels. “All required articles are in the right place at the right time.” The flexible ordering and delivery processes, which are based on actual requirements, are controlled by basan via the SAP R/3 program, which can also communicate with other merchandise management systems.

Personnel training, hygiene plans and cleanroom forums

As with the complete solutions, the cleanroom experts at basan also travel to the customer's premises in order to assess the situation for more specific services. For the effective utilization of many required consumables, or for ensuring industrial safety and hygiene in accordance with regulations, for example, they prepare individual cleaning and hygiene plans or glove and wiper plans. If necessary, cleanroom products can be custom-made in basan cleanrooms. basan also designs personnel air shower concepts, examines the effectiveness of floor coverings and provides clothing on a leasing basis (including decontamination) through a partner company. Personnel training rounds out the services offered. The seminars deal with hygiene regulations, prevention of contamination, skin protection, safety and work clothing. But basan offers even more added value: Its "cleanroom forums" serve as a meeting platform, with practical information and networking opportunities. Initially the forums were planned only for the pharmaceutical industry. "Due to the huge success, we will introduce such events for the other industries, as well," says Managing Director Frank Braun.

basan taps into new markets

Customers can also benefit from the international logistics know-how of the cleanroom specialist; basan has continuously expanded its international commitment in the past years. The company in Kriftel took a decisive step forward in the spring of 2007 with the acquisition of the distribution division of consumables from the US competitor Metron Technology in Europe, Singapore and Malaysia. For basan, which now has 125 employees, this opens up new markets in France and Italy, and also in the promising growth region of Southeast Asia.



"The acquisition has given us access to new, strategically important suppliers and products," Jacobus C. Bartels explains. It also resulted in the company's own production plant for clothing in Malaysia, thus preventing possible bottlenecks in this important segment. The acquisition once again confirms the basan company philosophy: "Guaranteed supply from one source".