



## Cham has Been Making Paper for 350 Years, and is Still Up-To-Date

### The Company

Paper is an essential element in our daily lives. Specialist papers from the Cham Paper Group can be found almost everywhere - at home, in the office, or in the supermarket in the form of brand labels or packaging known throughout the world. The list of specialist papers is extensive and includes sweet papers, bottle labels, flexible food packaging, and high-tech paper for ink-jet printers and CAD applications.

"The market for paper manufacturing is, and always has been, cyclical with many ups and downs," says Andreas Hauert, head of IT at the Cham Paper Group. "At the moment, business is going well. As specialists, we are concentrating on niches for special requirements in the paper market."

The history of this well-established company goes back 350 years to 1657, when Beat Jakob Knopfli and Johann Kaspar Brandenburg started to build a paper mill on the River Lorze in the Swiss municipality of Cham, where the company headquarters are still located. The company now consists of four factories that are spread between Switzerland, Italy and Norway, and has approximately 920 employees. The Group uses eight paper machines to produce 260,000 tons of paper annually.

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Head of IT  
Cham Paper Group



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**Thomas Rogler**  
**Solution Manager Central Europe**  
**Lawson Software**

## Why M3 ACP?

Traditionally, the Cham Paper Group has controlled the production of its specialist papers with different, unconnected software solutions from various suppliers. At the time, this included the current version of the enterprise resource planning (ERP) software from SAP, which was used by over 240 staff. When the license expired with the prospect of no more support for the existing software, the Cham Paper Group was faced with a choice—upgrade with SAP, or change to a new supplier and a new ERP solution. "At this point we requested proposals from SAP, Lawson, which was then still called Intenia, and 12 other suppliers. It very quickly became obvious that the competition would be between SAP and Lawson," said Hauert.

The Cham Paper Group selected Lawson because of its experience in the paper industry, and particularly for the sector-specific functions of the ERP solution. This included Lawson M3 Attribute Controlled Processing. Attribute Controlled Processing is a dedicated sector-specific solution for roll-manufacturing industries, such as carpeting manufacturers, and companies producing paper, plastic sheets, films, laminate, glass and steel.

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Attribute Controlled Processing also offers an integrated cutting optimization system. This allows the paper rolls to be calculated precisely, yet also flexibly thus reducing cutting losses.

"We were also very impressed by the many years of experience and the knowledge of the Lawson consultants who really spoke our language. They were already familiar with our problems and didn't need to ask us about them. The reasonable price was the icing on the cake, so to speak, when we came to make the decision," he concludes.

## The Implementation

The project was launched in 2002, and the Cham Paper Group went live the following year. Attribute Controlled Processing was implemented based on IBM's System i under DB/2. The implementation project went smoothly, and was completed on time and within budget. It was however a problem to introduce the users to the new solution. "We adapted our ERP software to the paper industry and in this particular case to our customer, the Cham Paper Group. We didn't adapt the company to our software," says Thomas Rogler, solution manager for central Europe at Lawson. "Nevertheless, getting used to a new structure and a new interface is always a challenge."



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The Cham Paper Group also has integrated attribute handling available in the new solution. Attribute handling is an industry-specific solution for companies such as those in the paper industry which produce a range of different products. It makes it possible for them to add different attributes to their products along with the article numbers. This makes fewer article numbers necessary, making it easier for the customers to gain a clear appreciation of the range on offer and allows the creation of product variants without the need to set up new article numbers. It also means that prices can be calculated dynamically based on the attributes.

"We put gentle pressure on our users to get them used to the new benefits. It's hardly surprising after ten years working with SAP," Hauert smiles. "After a settling-in phase, we are now getting very positive feedback from the users. That is another indication that we have made the right decision."

## Business Benefits

The introduction of the maintenance function, which was implemented at the same time as Attribute Controlled Processing and is fully integrated with the ERP system, was another significant step for the Cham Paper Group. The employees now have a planning system that gives them a complete overview of every activity. This is making the company more effective and bringing costs down to a minimum. In the purchasing and warehouse administration departments, Lawson M3 provides the various articles with barcodes and stores them. The users then use this barcode to search for the products in the system and book them out.

Today, more than 250 users are working with Attribute Controlled Processing. "We are very happy with the way the system is working at the moment," says Hauert. "The bottom line is that Lawson M3 ACP is helping us to work more cost effectively and more efficiently. We can process orders much more quickly now, which improves customer satisfaction considerably."

With its ease of maintenance and 100 percent availability, System i from IBM has also had a beneficial effect on the business processes. "Maintaining it is simple and uncomplicated and does not require a lot of personnel. It is also extremely reliable."

## The Future

As next steps together with Lawson Cham Paper is planning to migrate to the current release M3 7.1 and the Java version and to implement Lawson M3 ACP in its sites in Norway and Italy.

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**Why Lawson? Because simpler is better.**

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Lawson solutions help customers simplify their businesses or organizations by streamlining processes, reducing costs and enhancing business or operational performance. Lawson is headquartered in St. Paul, Minn., U.S., and has offices around the world.

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**About Cham Paper Group**

Internationally, the Cham Paper Group – founded in 1657 in Cham, Switzerland - is one of the most respected manufacturers of high-quality speciality papers. In its five paper mills in Switzerland, Italy and Norway with approx. 970 employees, the Group has eight paper machines with a total annual capacity of 260 000 tonnes of speciality papers for flexible packaging, the self-adhesive materials industry, labels, various technical-industrial applications, inkjet and transfer printing as well as specific grades for the tobacco industry.

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