

Gima Improving its Supply Chain with assistance from suppliers

Gima, a company based in Picardie, drew up a shared reference frame and supply agreement in conjunction with its suppliers in order to improve the efficiency of its Supply Chain and its competitiveness: a win-win operation.



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OUR CUSTOMER

Corporate name

Gima

Sales turnover

EUR 181 million

Workforce

1,020 people

Activity

Design and manufacturing of axles and transmissions for tractors

2008 was a record year for Gima, producer of axles and transmissions for tractors in Beauvais. "We however suffered heavy losses due to the quality defect of our suppliers", explained Pascal Marcheix, logistics manager at Gima.

The company chose to become a part of Cetim's "customer-suppliers" regional collective action (ACR - Action Collective Régionale) in order to solve this problem and benefit from the experience already gathered by the sponsors of this project.

An experiment laboratory

Cetim ensures compliance with the budgets, time schedule and technical specifications for this collective action. It also contributes to funding 15 % of the expenses. Approximately ten suppliers were selected in Picardie and Rhône-Alpes to participate in the Gima Egale (Gima Enterprises Global Approach Leading Excellence) action programmed from April 2009 to July 2010.

"The goal is to set up a common reference frame. There are 170 suppliers involved in France and in Europe. The current programme may be considered as a laboratory experiment which may be subsequently extended," explained Pascal Marcheix.

A virtuous circle

Gima Egale uses a supplier agreement and a shared reference frame which outlines the expectations of the customers and the possibilities of suppliers as progress tools. Objectives: reducing the costs based on win-win actions and perfectly delivering the necessary quality just in time. "Without any effort", insisted Pascal Marcheix.

Gima's supplier strategy is therefore transformed into a virtuous cycle by incorporating a permanent progress strategy, co-engineering, a long term agreement and open book relations.

"One plus one equals three, concluded Pascal Marcheix. With Gima Egale, the merger of talents goes beyond their mere addition."

Cetim's asset



Cetim played the role of sponsor for the collective

action concerning customer-supplier relationships in order to enable, in particular, instructing parties (Gima, Bosch Rexroth and SKF) to improve their Supply Chain by means of win-win actions.