

## The Müller Group gets sourcing with Vendigital


**Swindon, UK - 18 January 2008:** The Müller Group, a market leader in dairy products, identified new sources of aluminium foils for its yoghurt pot lids with the aid of Vendigital, the sourcing and market purchasing specialist.

Herr Joachim Tietz, head of the Muellergroup's central purchasing team for packaging in Germany says, "Due to the extreme complexity and time demands on our materials group, it is sometimes necessary to commission Global Sourcing Specialists. For this reason we are working with Vendigital as our specialists for global supplier headhunting. It has been a valuable exercise - we have opened up new avenues for business improvement in the longer term including sourcing of new possible suppliers."

The packaging market in Europe had been consolidating over the last few years. Whilst Müller has some very high quality suppliers that are competitively priced, it needed to identify new sources of supply from around the world. It was also vital to benchmark its costs against the global market.

Vendigital undertook the tender for Müller's complete requirement of aluminium lids. A detailed market analysis identified 54 potential suppliers. Following a further assessment phase applying Müller's own criteria, 18 suppliers were invited to the subsequent online auction.

"Vendigital's team enabled us to cast our net over a much larger market and helped us to identify a host of new suppliers. Whilst we maintained full control of the project, Vendigital took over the management of the processes, overseeing the tender and providing the eRFx systems for the auction," adds Herr Joachim Tietz.

In addition to being the market leader in Germany, the Müller Group also leads the yoghurt market in England and it's amongst the top three in Italy. The company has four production sites (three in Germany and one in England) for dairy products, as well as distribution branches in countries including Italy, The Netherlands and Spain. In addition, the Müller Group owns a further two production plants for the manufacture of miscellaneous yoghurt pots and preforms. 

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## **About Vendigital: [www.vendigital.com](http://www.vendigital.com)**

Vendigital is a procurement organisation that delivers rapid business improvement. Its team of purchasing professionals works with leading industrial and business customers to deliver average cost savings of 26%. To sustain and improve on these gains, customers tap into Vendigital's experience to use the very latest technology and best practice purchasing techniques.

Vendigital enables customers to maximise their position in global supply markets. Cost reduction programmes individually tailored to a customer's needs utilise many of the techniques developed by Vendigital such as: savings optimisation analysis, global supplier headhunting, e-RFx platforms, online tendering, e-auctions, value auctions and results implementation.

Programme benefits are sustained through outsourcing the management of product categories to our specialist team as well as utilising Vendigital's e-RFx and online negotiation technology in house. Established in 2000, Vendigital has offices in the UK, US and Germany.