

## Paper Industry – Logistics Plays a Major Role.

Only a small number of industries worldwide can look back on as long a tradition as the paper industry. Innovations spurts, new demands and the current structural changes require constant adapting to the global market on the part of the producer. Logistics plays a decisive role here. The NOSTA Group, full-service provider from Osnabrueck has been developing efficient industry concepts as a partner of the paper industry for over 40 years.

Despite increasing digitization, paper remains an indispensable part of our lives. Whether hygiene products, kitchen paper, packaging materials or the good old notepad – paper goods are omnipresent. A development that the Nuremberg councilman, Ulman Stromer, certainly could not have imagined when he put the track mill, the first paper production on German soil, into operation on June 24, 1390. The fine fabric had begun its triumphal procession around the world long before. When Stromer recorded the founding in his family chronicle „Püchl von mein geslecht und von abentewr,“ the actual invention of paper making had already taken place a millennium before. 105 A.D. the Chinese Minister Tsai Lun describes for the first time the production of paper from pulverised plant fibres that are dissolved in water and drained with a sieve. There were paper tissues in China in the 2nd century, in the 5th century 10 million packets of toilet paper were produced annually in Peking alone and around 650 A.D. the Chinese used paper notes as currency.



In Germany, the art of letterpress printing invented by Johannes Gutenberg in 1445 led to the first veritable boom in the paper industry. This is reflected in the growing number

of paper mills. Around 1440 there were around 10 mills in Germany, around the year 1500 there were 60 and 1600 already 190 mills.

### German Paper Industry is the No. 1 in Europe

Today, exactly 631 years after Stromer, the German paper industry is number 1 in Europe and following China, the USA and Japan holds the 4th place worldwide. The nearly 40,000 employees of the German pulp and paper industry generated sales of 14.3 billion euros at 165 mills in 2019. Production is divided into the four main types of; packaging paper and cardboard, graphic papers, sanitary paper and the broad spectrum of technical and speciality papers. The paper industry worldwide has been undergoing structural change for years. In addition to general economic influences, a change in media usage behaviour in the digital age is leading to a decline in demand for graphic papers. Today, the downward trend in this segment in Germany, with a drop of only 0.5 per cent according to Dr. Ing. Wolfgang Palm, Vice President of the Association of German Paper Mills, has slowed down considerably. Overall, the industry in this country recorded an increase in production of 0.6 per cent. This is attributed to sustained growth in the packaging, hygiene and special papers industries. With consumption of around 20 million tons of paper, Germany is also the market leader in Europe. The importance of the market has led to around 60 per cent of the German paper industry being part of international corporations today. In addition to these, there are many mid-sized companies between Flensburg and Zugspitze, which, with their quality products, are undisputed world market leaders.

## NOSTA Group – the Logistics Partner of the Paper Industry

The ongoing structural change in the paper industry and international competitive pressure present companies in the paper industry with major challenges, especially in logistics. So, for example, special transport and storage solutions were developed for special technical papers, decorative paper and packaging. „As a partner to the paper industry, we have specialised in this sector with individual industry solutions and have been working together with numerous well-known manufacturers for more than 40 years,“ says Nicolas Gallenkamp, Managing Partner of NOSTA Holding GmbH. As a full-service logistics provider, the mid-sized company with headquarters in Osnabrueck offers the entire spectrum of innovative services. The company more than 40 worldwide, which currently employ approximately 800 people – with an upward trend.

The logistics specialist offers modern warehousing on a total of over 250,000 square metres. The mid-sized company dispatches up to 400 trucks daily and maintains its own fleet of 50 trucks. With the founding of the subsidiary NOSTA Rail, the company is significantly expanding its rail activities. NOSTA Sea & Air in Hamburg, which develops sea and airfreight solutions especially for small and mid-sized customers, also reports constant growth.



## Current Trends in the Paper Industry

“We are observing a trend towards higher-value products and diversifying product ranges in the paper industry,“ explains Andreas Wolke-Hanenkamp, Managing Director (CEO) of NOSTA Logistics GmbH in Osnabrueck. This results in smaller batch sizes. „The times in which almost exclusively large paper rolls with several tons of weight were scheduled are long gone,“ says Wolke-Hanenkamp. Today, paper manufacturers face increasing customer demands in terms of product quality, purchase quantity and delivery service. At the same time, they are under increasing competitive pressure due to rising energy and personnel costs.



## Industry Specific Challenges for Logistics

These developments have a direct influence on logistics. “Depending on the company situation, we design tailor-made logistics concepts together with the paper manufacturer, that optimise the flow of goods between the sites, into production, within the plants and to the customer,“ says Wolke-Hanenkamp. A classic challenge is steering and carrying out procurement logistics with raw materials transports. “Here, we have had very good experience with our expertise in combined transport,“ Nicolas Gallenkamp emphasises and refers to NOSTA Rail’s own terminals in Osnabrueck. Apart from transport, raw materials storage and production supply are important issues in the paper industry. “Customers expect the materials at the production line “just in time” and can not afford any delays in producti-

# NOSTA Case Study



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on or downtime," Wolke-Hanenkamp knows from the daily business. Of course, the paper industry logistics concepts also ensure production disposal and finished goods storage. "In part, we operate complete goods service centres for our customers with inventory management and value-added services," Wolke-Hanenkamp explains.

For example, employees of the NOSTA Group take over the packaging, labelling and display assembly, there or component mounting and validation. Paper manufacturers can rely on NOSTA for transportation to customers, order management, picking shipping deployment and processing. "In short, we stand for the flexible provision of transport, storage and personnel capacities along the supply chain," says Nicolas Gallenkamp. Thanks to integrated IT solutions, the entrepreneur guarantees his customers transparency in all logistics processes.



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#### NOSTA Group:

More than 800 employees. Over 40 branches worldwide. On the road successfully for more than 40 years in the world of logistics. The NOSTA Group is an international, family-run logistics service provider consisting of the NOSTA Holding GmbH (carriage of goods by all modes of transport, warehousing, contract logistics) and the NOGA GmbH (production of individual load carriers). Apart from optimum planning and carrying out our logistics processes, our company also concentrates on developing individual industry solutions and future-oriented concepts. Quality, dependability and practiced customer-focus are always at the centre of our activities.