

PRESS RELEASE

Lightning-Fast Start in Slovakia

Automotive supplier Carcoustics Opens New Plant in Record Time

Munich/Nováky, 10/17/2013 – The experts in global production networks at ROI Management Consulting AG have helped the SME-sector firm Carcoustics achieve a faultless fast start in Slovakia. Following a strategic site search and selection, the company chose the Slovakian city of Nováky. After a planning period of just 6 months, Carcoustics' new production facility celebrated its official inauguration last week. From mid-October, production will commence on heat shields for OEM and tier 1 automotive manufacturers.



Carcoustics International GmbH is developing and producing acoustic and thermal insulation both for the automotive industry and other sectors. Carcoustics operates successfully in Germany, Mexico and China, and has been present in Senec, Slovakia, since 2005. In light of the company's excellent commercial

development, a further plant with PUR, thermoforming and de-airing molds and presses is set to be built in Eastern Europe by 2014 at the latest. In order to ensure the shortest possible distances to its own customers' production facilities, Romania, Hungary, the Czech Republic and Slovakia were shortlisted as potential candidates.

In December 2012, Carcoustics turned to management consultants ROI Management Consulting AG, which has its own office in Prague, for support with selecting and planning the new site. Carcoustics' project manager and business unit head, Thomas Mair, had defined his ideal conception as follows: "We do not really wish to build the new plant ourselves, but simply want to rent it instead. A model allowing us to increase the surface area in steps would be ideal for us. This way, some parts of production can be outsourced gradually from other locations and other products can start up in parallel as they are required." Around 100 alternative sites were considered and analysed from qualitative and economic perspectives before Carcoustics finally decided on Nováky in Slovakia. "The professional support from the ROI team led by Robert Benacka made the decision-making process considerably shorter and made us feel more reassured," continues Thomas Mair.

Tailored Start to Production

Following the decision, the ROI consultants actively began preparing the smooth production start in collaboration with Carcoustics, starting with

layout planning and the efficient design of the material flows and added-value processes, to move on to the development of a streamlined organizational structure. The relocation got underway in July and on October 8, 2013 the Nováky site was officially inaugurated in a ceremony attended by representatives of the Slovak government and customers. "The opening was the successful conclusion of a highly ambitious site project that Carcoustics mastered thanks to its consistent and carefully conceived approach. The perfect interaction between the intercultural team deserves considerable recognition. I'm convinced that Nováky has the best chances of becoming a best practice production facility within the group," says Hans-George Scheibe, Managing Director of ROI Management Consulting AG, summarizing the collaboration.

From mid-October, the plant and its workforce, which currently number around 50, will commence the regular production of heat shields for the automotive industry. Seven customers have already approved the quality checks. Following the aluminum molding unit the PU foams unit will start operating from 2014. The aim is to achieve a workforce of over 200 employees and turnover of around Euro 70 million by 2015.

Printable images can be found at
<http://www.roi-international.com/en/unternehmensberatung-muenchen/news-presse/press/bildarchiv.html>

About ROI:

With more than 1,000 successful projects, ROI Management Consulting AG is one of the most prominent specialists in planning, building and controlling global value chains. ROI supports global players and renowned family-run companies, in particular in the integration and optimization of development, production and logistics, in supply chain management and in the company-wide implementation of lean-management principles.

With its projects that are clearly focused on implementation, ROI has received many important awards. The company employs more than 80 people in its offices in Munich, Beijing, Prague, Vienna and Zurich, and is represented globally with partner offices in Italy, France, Great Britain, Thailand and the United States.

About Carcoustics:

Carcoustics International is a medium-sized company with a global presence headquartered in Leverkusen. Starting off in the car industry, the company today generates annual sales of approximately € 250 million with its Automotive and Industry business units. Carcoustics specialises in acoustic and thermal insulation solutions, designed in its own technology and development centers. The Carcoustics Group with approximately 1,400 employees comprises eleven plants and corresponding sales offices in eleven countries. www.carcoustics.de

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