

PetCom

CASE STUDY

Firm Name	Country	City / Region	No. of Employees
PetCom	Germany	Minden	> 500 Employees

Description of the organisation

PetCom is a high-performance producer of pet food in the private label segment and convinces with high-quality dry food for dogs and cats founded in 2006 as a subsidiary of the PHW group, benefitting from their extensive experience in the areas of animal health and nutrition and valuable knowledge from around 30 years of mixing and grinding.

Workplace Innovation practices implemented

PetCom was suffering from low results in terms of productivity, therefore their main motivation for global innovation in the workplace of management and employees was to overcome the lack of competitiveness. Large investments in the machinery park and the qualification of the workers were implemented to move the company to the competitiveness standards again. Driven by the exceptional modernization of the production process, staff had to be trained for the new machinery, so it wasn't just a reengineering of production but the qualification of existing personnel.


The new production lines required new skills from employees. Employees were educated and trained to take care of each task in the manufacturing process. Besides, some unskilled workers were trained to perform production jobs, each employee had the opportunity to improve and take on the task of a qualified worker. Therefore, the former unskilled workers were trained in robotics and became later in machine operators.


At the request of employee representatives and the works council, each employee was allowed to develop and implement a training and career plan, which led to high-qualified employees taking on more demanding jobs.


Also, workers at the production site have scope to organize their work as long as they comply with production deadlines given by customers. For example, they may decide to take a break, go for a coffee or watch a football match as long as they fulfil with their objectives.



Main Achievements

- 

Training and career plan.
- 

Self-responsible work organization.
- 

Multi-skilled employee development.

