



## WORLD KITCHEN

### AT A GLANCE

#### Company

- Company: World Kitchen LLC
- Location: Corning, N.Y.
- Industry: Consumer products
- Products and Services: Cookware
- Revenue: US\$500 million
- Employees: 2,900
- Web Site: [www.worldkitchen.com](http://www.worldkitchen.com)
- SAP® Solution and Services: SAP Auto-ID Infrastructure component of the SAP NetWeaver® platform

#### Challenges and Opportunities

- Improve product labeling
- Respond to demands from large retail organizations to implement a radio frequency identification (RFID) solution
- Integrate the SAP solution for RFID with the SAP Extended Warehouse Management for Retail and Wholesale Distribution package

#### Objectives

- Introduce World Kitchen case labeling based on RFID tags to improve services to customers
- Tightly integrate the SAP solution for RFID with World Kitchen's operational process flow to maximize efficiency

#### Implementation Highlights

- Trouble-free, on-time implementation of SAP solution for RFID as an integrated process
- Expertise of dedicated SAP analysts
- First go-live of the RFID solution within 3 months
- RFID solution productive on day one, with first shipment achieving 100% label readability at customer site

#### Why SAP

- World leader in the implementation of RFID technology
- High integration potential with existing business processes already implemented with SAP software
- Scalability of SAP solution for RFID to support addition of new distribution centers

#### Benefits

- Estimated 20% reduction in retail stock-outs, resulting in increased sales revenue for World Kitchen
- Increased operational efficiency in supply chain, particularly in distribution centers
- Better tracking of time-sensitive trade promotions
- Automatic, electronic proof of delivery to retailer
- Ability to monitor and improve cycle times

World Kitchen LLC, a global housewares company based in Corning, N.Y., manufactures world-famous cookware, including CorningWare and Pyrex. With annual revenues of US\$500 million and requirements from key customers, such as Wal-Mart, to implement radio frequency identification (RFID) tagging, World Kitchen chose an SAP® solution for RFID and went live within 3 months.

**“Using SAP software we integrated RFID tagging into our picking and shipping process with virtually zero incremental labor. We went live in three months, and Target could read 100% of our RFID case labels on the very first shipment. The process continues to work well.”**

Randall Peterson, Vice President of IT,  
World Kitchen LLC

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