

# Red Bull, Rauch and Rexam - 8D Training



## Clients:

Austrian company Red Bull GmbH was created in 1987 and sells Red Bull which is the highest selling energy drink in the world, with 5.387 billion cans sold in 2013.

Rexam is a global company with global customers. More than 35% of its sales come from faster-growing and emerging markets. They employ around 8,000 people in Europe, North America, South America and in the Africa, Middle East and Asia region.

Rauch is a key bottler ('canner') for Red Bull. In 1994 they were responsible for a boom in sales of Iced Tea. They now have many different brands selling a variety of soft drinks. Turnover in 2010 was



## Capella's Input:

- Development of a training package to meet the requirements of 3 global companies who work together in a supply chain
- Delivery of a two-day training programme on-site at Red Bull Austria
- Identification and use of current problems to build understanding of the 8D methodology
- Interactive engagement with delegates through the use of practical activities
- Assistance in the development of a standard reporting document to be used by all 3 organisations

## Results:

- Up-skilled 14 delegates across the 3 organisations
- Defined, analysed and progressed 2 current issues through the course of the programme
- Increased understanding between work streams and established a common approach for future working
- Standardised 8D documentation to assist in launch and ongoing management

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*...it was a good course, conveyed the message well and will be a very useful tool going forward*

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*Instructor was approachable and knowledgeable and he knew the subject. He was capable of answering all the questions and gave a good insight into the process with examples*

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