

Driving Continuous Cost Reductions

Our Service

We remove non-value-added costs from

- Product Designs and/or
- Manufacturing costs and/or
- Selling, General and Administrative Expenses

by implementing concepts into your group that empowers your own organisation to deliver cost savings projects throughout the years to come.

What We Do

We adjust our concept(s) to your organisation, provide all necessary management tools, implement, manage and coach it for a specific time period until the concept(s) is(are) fully owned by your organization.

What You Get

An avalanche of cost savings projects created and implemented by your own organisation and employees.

A new culture with employees greedily searching for opportunities to implement cost savings.

A management concept and tools to drive cost savings for all years to come.

About Us

WR-ICON is a consultancy focused on assisting companies on efficiency increases and to reduce cost.

To achieve your goals, we rely on our 30 years of consulting experience.

The WR-ICON concept is built on the successful programs of Reckitt Benckiser called Squeeze and XTrim, which were redesigned, rolled out and managed by Werner Ramschak in 2000. These programs are still in place and are a fundamental part of Reckitt Benckiser's Virtual Earnings Model,

which allows them to outperform the market since 2000.

From 1994 until 2006, Werner Ramschak worked with Reckitt Benckiser in local and global industrial roles. Since 2006, Werner Ramschak acts as an independent consultant in the WR-ICON network. His work, strategies and concepts at RB, Sandoz and Mondelez led to cost reductions up to nearly 1bn€ with over 30000 implemented projects.

Testimonials

I worked with Werner on Squeeze projects in Reckitt Benckiser and I was impressed by his ability to remove non valued added costs from any product he would work on.

Daniel Pagnoni
Managing Director at Finus, Italy
Formerly: SVP, Global Category Officer at Reckitt Benckiser

I have known Werner for a long time and I believe the concept of cost improvement WR-ICON proposes, is a very powerful one, as it is simple and it builds on the capability of organizations to generate a continuous flow of ideas. I asked Werner's support in setting up the methodology in my past, and this delivered important cost improvements. I believe this methodology can be applied to several business sectors.

Cesare Frontini
Group Operations Director at Puratos
Formerly: Global Head of Tech Ops at Sandoz

More to see on www.wr-icon.com/testimonials

Contact

Werner Ramschak
CEO WR-ICON

info@wr-icon.com
+43 699 19 660 330
www.wr-icon.com

