

Hella Case Study

Hella started operations in South Africa in 1957 under the name of Derek Riley & Co. (Pty) Ltd. In 1967 the factory moved to Uitenhage, and the Company's name was changed to Hella (South Africa) (Pty) Ltd. The Hella product range consists of headlights, general lights, horns, injection moulded plastic parts, and merchandise items. Hella SA's major customers are original equipment motor manufactures including Toyota, Volkswagen, Daimler-Chrysler and General Motors.

This case study is limited to Hella's experience regarding the packaging and transporting of headlamps to the Toyota plant in Durban, KwaZulu-Natal.

Client Challenges

Before converting to Kaymac bins in July 2004, the client packaged each pair of headlamps in cardboard before packing them into small, hired plastic bins for storage and shipment. These bins were not ideal, since they held only two headlamps which were vulnerable to damage because of the extra handling. Being so small, a large number of bins was needed, and hiring expenditure had to be carefully managed by limiting the number of bins held at any given time. When the bins were ready for transportation to Durban they had to be strapped on to wooden pallets before being loaded onto the trucks. Overall, packing, storing and loading was, therefore, relatively time-consuming.

The Kaymac Solution

Hella investigated various alternatives to the system they were using and recommended to Toyota that they use Kaymac bins in preference to the optional metal ones. The decision to do so, says Hella's Ian Allen, has turned out to be "very rewarding".

Benefits experienced since using the Kaymac bins include the following:

- There has been a saving in both packaging and loading times. Each Kaymac bin can hold as many as 18 headlamps, which are packed into the bins straight off the assembly line. The bins can then be loaded directly onto the trucks without having to first be strapped down onto pallets.

Case Study



Kaymac bins stacked on Hella's FIFO roller storage bank.



Bulk delivery of knocked-down Kaymac bins.



Case Study

- The plastic Kaymac bins have eliminated any fear or danger of damage to the finished products.
- Hiring costs to Hella have been largely eliminated, since most bins are owned by Toyota.

“As far as we’re concerned, the product is delivered in pristine condition using the Kaymac bins in the way I’ve described,” said Ian Allen.

What was particularly appreciated was Kaymac’s willingness to modify and customise the Toyota/Hella bins to suit Hella’s particular loading and storage needs, which included the desirability of a double drop down door.

“Kaymac is very dedicated in their customer care and is one of the best companies we deal with.” Kaymac’s regular site visits by their local representative are highly appreciated and found to be most useful. “They are very efficient.” Ian Allen said that Hella would “recommend Kaymac both as a company and from the point of its products for the industry in general. We have been very pleased with both the durability of the bins and Kaymac’s service and backup.”



Hella headlamps stored in Kaymac moulded bins.

