

How an SME drives supply chain sustainability to set new industry standards



“We pride ourselves on delivering creative, sustainable merchandising solutions to our clients. IntegrityNext allows us to demonstrate that we have responsible practices in place and also ensure these in our supply chain.”

Ziyad Hayat
Head of Purchasing

Objective

As a small company, Werbemittelagentur Hagemann isn't yet directly required to engage in CSR. However, this is increasingly demanded by the large companies it supplies. Hagemann was quick to recognise its role in its customers' supply chains and the competitive advantages of committing to sustainability early on.

The company started as a supplier on the IntegrityNext platform and chose to use the solution to involve its own suppliers in the development of sustainable end products that set new industry standards meet customer demands.

How IntegrityNext Helps

Werbemittelagentur Hagemann continues to use its supplier sustainability profile on the IntegrityNext platform to disclose its sustainable practices to clients and prospects.

In addition, the company continuously assesses its own existing and potential suppliers regarding the relevant sustainability standards on the platform.

With this approach, Werbemittelagentur Hagemann ensures the development of sustainable end products that give the company a unique selling point in the industry.

About Hagemann

Industry	CPG
Annual Revenue	8 m €
Active Suppliers	250
Spend Volume	4 m €
Geographies	Germany

Challenges

- As a small company, Hagemann has less capacities and resources for a sustainability project
- Meeting sustainability requirements passed down from large customers and ensuring competitiveness in a competitive industry

Benefits



Competitiveness

Werbemittelagentur Hagemann can easily meet the sustainability requirements of its customers and ensure competitiveness.



Resource-friendly

Thanks to IntegrityNext's flexible licensing model, a solution was found that meets the resources and needs of an SME.



Ease-of-use

Hagemann appreciates the simple, effortless process and interface of the platform – both as a supplier and as a customer.