

Company

Moorim Paper is a Korean-based company engaged in the manufacture of paper products. It produces uncoated papers which are used for books; note books and diaries; coated papers used for books, magazines, catalogues, brochures, calendars, text books, shopping bags and labels on beverages containers; and board papers used for printing materials such as catalogues, brochures, calendars and books for children. Moorim Paper also produces light-weight coated (LWC) papers for various prints, as well as raw materials. In addition, through its affiliated companies, it also provides pulp and operates facility rental business, paper wholesale business, steam and electricity manufacture and distribution business, and logistics storage business.

- Location: Seoul, Korea
- Industry: Mill products – forest products and paper
- Products and Services: Paper and paper products
- Annual production: 550,000 tons
- Employees: 830
- ERP System: SAP

Objectives

- Standardise and integrate business processes
- Meet strict budget and resource limitations
- Increase customer satisfaction and process efficiency
- Establish an advanced HR management system

Implemented Solutions

- mySAP ERP application
- SAP Advanced Planning and Optimisation component ASAP methodology
- SAP Solution Manager application management solution
- SAP NetWeaver platform with the SAP NetWeaver Portal and SAP NetWeaver Business Intelligence components

Benefits

- Enhanced inventory visibility and managerial competence
- High customer satisfaction due to better logistics processes
- Standardised operations, increasing managerial control

"Korean papermakers are faced with harsh competition from the rapidly emerging Chinese market. We must also cope with rising pulp prices and plummeting exchange rates. Yet, integrating our business processes in one SAP solution has enabled us to reinforce our commitment to innovation."

Kim In Joong
CEO
Moorim Paper