



Customer Success Story



“As a family business, we think in generations and focus on sustainable, economic management. Only in this way can our company remain competitive and inheritable.”

Michael Durach, Managing Director

With its 175-year history, the family-owned company Develey combines many brands under one roof. These include Bautz'ner mustard, Löwensenf, and Specht. In 2020, Develey received the German Sustainability Award for its consistently practiced sustainability focus for many years.

Climate-neutral products as a goal

All of Develey's German sites already operate climate-neutral. The next milestone in the sustainability strategy is climate-neutral products. To achieve this, emissions along the entire value chain - from the field to the supermarket shelf - should be avoided or reduced wherever possible. Remaining emission will be offset by climate protection projects.

- 62 supplier facilities
- Tier 1-3
- 3 weeks onboarding time

The supply chain poses a particular challenge. More than two-thirds of greenhouse gas emissions in food products stem from the supply chain. However, beyond the direct upstream suppliers, the supply chain is highly intransparent and information to determine a resilient carbon footprint is often unavailable.

“For us, the first step was to understand what the structure of the upstream supply chain is and which stages and processes we need to pay particular attention to,” says Maurizio Castellano, Head of Sustainability, Energy, Environment at Develey.

sustainabill cloud platform ideal for target realization

To increase transparency in the supply chain and ensure a resilient database, Develey selected the sustainabill Cloud Platform. “The decisive factor for our

decision was that with the sustainabill cloud platform, we include and manage the sustainability of the entire supply chain - beyond the direct suppliers.”

Also, sustainabill offers extensive sustainability expertise and intensive technical support during the roll-out.

“Throughout the entire roll-out, sustainabill's customer support team was on hand to provide advice and support not only for Develey, but also for the suppliers.”

- 97% of suppliers registered on the platform
- 90% of the purchasing volume of the core products covered

Within three weeks, full transparency on mustard and ketchup products

The fast results showed the strength of the cloud solution: it took just a few days to set up the accounts for Develey and import the supplier data. Within three weeks, 80% of the requested suppliers had already registered on the platform and shared their data with Develey. At the end of the roll-out, 97% of the requested suppliers were registered on the platform, covering around 90% of the purchasing volume for Develey's core products, mustard, and ketchup.

Connecting the suppliers, Develey utilized the platform's analysis functions to identify the hotspots in the supply chain. “Based on this information, we were able to ask for further data in the second step - and not only from our direct

suppliers but also in the further upstream supply chain.”

The result exceeded expectations: A quarter of the supplier base had already calculated footprints and could share them directly with Develey through the platform. Other suppliers provided primary data that enabled a calculation of ingredient footprints. “For those suppliers who had not yet calculated footprints, we subsequently provided the calculated footprints for their products. Using the sustainabill cloud platform, suppliers can now share the footprints with their other customers.”

Climate-neutral mustard with Develey

“With the help of the data in the platform, we can understand which locations represent particular hotspots in terms of greenhouse gas emissions in our supply chain. This means that we know which suppliers we need to work with intensively to reduce greenhouse gas emissions.”

Also, to become climate neutral, Develey determined how much of the products' emissions have to be offset. Since 2020 the Develey brand mustard products are climate neutral, marking the start to complete product climate neutrality.

Long-term cooperation

The Develey supply chain sites are now registered in the cloud platform, allowing Develey to regularly request data from suppliers and communicate requirements to the network. Suppliers can efficiently respond to future requests from Develey. Also, once data has been entered, suppliers can provide it to other customers with just a few clicks.

Thus, sustainabill is a long-term partner for obtaining up-to-date and specific sustainability data - not only in terms of greenhouse gas emissions. “For us, the sustainabill cloud platform is also valuable for managing risks in the supply chain such as human rights abuse,” says Maurizio Castellano.

About sustainabill

sustainabill is a cloud platform for sustainable procurement. Sustainabill helps brands, manufacturers, and suppliers to implement climate protection measures in the supply chain in a targeted manner and to ensure compliance with human rights along the supply chain.