



**MODERN BUILDING TECHNOLOGY AND DIGITAL SERVICES  
FOR SUSTAINABLE SNACK PRODUCTION**

# Tradition meets sustainability

From nuts and dried fruit to coffee – since 1844, Seeberger in Ulm has been dedicated to crafting high-quality snacks and specialty foods. Now in its third generation, the family-owned business has a clear focus: acting responsibly and sustainably. In addition to responsible sourcing and eco-friendly packaging, reducing energy consumption and CO<sub>2</sub> emissions throughout the entire supply chain plays a key role.

**The challenge: Greater efficiency and sustainability in operations**

Seeberger's headquarters are located in the Donautal district of Ulm. Across a total of 55,000 square meters, the company produces the well-known Seeberger snacks found in retail stores and distributes them worldwide.

The operational challenge: to achieve its ambitious sustainability goals, Seeberger must reduce energy consumption and cut CO<sub>2</sub> emissions wherever possible.

In addition to sourcing green electricity, the company focuses on implementing energy-efficient systems and modern building technology.

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## The solution: Modern building technology meets digital services

Together with Siemens, Seeberger has implemented a holistic solution that combines state-of-the-art building automation, intelligent HVAC monitoring, and advanced cloud technologies. At its core are the Desigo CC building management platform and Desigo PX automation stations, which enable comprehensive, 24/7 control and monitoring of all technical systems on-site.

Because energy efficiency is a top priority for Seeberger, a technical monitoring system, was also introduced. Using advanced algorithms and expert rules, the system automatically detects operational irregularities and reports them via a cloud platform.

Here's the smart part: To free up valuable staff time, Siemens supports Seeberger remotely helping interpret the data and develop actionable optimization plans.

The solution is rounded out by peak load management that intelligently controls energy consumption across the site. A tailored service contract extends traditional maintenance to include digital services such as regular software updates and upgrades, technical monitoring, and remote operational support.

It's a prime example of how the real and digital worlds can be seamlessly connected to support smarter operations.

## The Benefit: Efficient operations through partnership

Thanks to the jointly developed solution, Seeberger can detect and resolve disruptions or irregularities in building operations at an early stage, while also optimizing energy use and CO<sub>2</sub> emissions. This not only improves overall energy performance, but also contributes to Seeberger's wider sustainability goals.

The technical monitoring and remote access further enable automated, predictive control of the systems – improving convenience and ease of use for on-site staff.



## Highlights:

- Intelligent building operations enabled by digital services
- Increased efficiency and contribution to sustainability goals
- Enhanced system availability and improved protection against cyberattacks
- Close partnership between Siemens and Seeberger as a key success factor
- Future-proof and adaptable to evolving requirements

Regular updates ensure all systems are kept up to date, maintaining availability and increasing protection against cyber threats. Especially in light of evolving regulations for critical infrastructure, such as B3S and the NIS2 directive, this is becoming more and more important.



An important part of our sustainability strategy is to save energy wherever possible – for example, by using energy-efficient systems and modern building technology. Siemens has been supporting us on this path for many years with innovative solutions.”

Marc Dussler, Head of Building Technology, Seeberger GmbH

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