



Rhodia

Palletised freight: Simple, efficient and economical

As the world leader in specialist chemical products, Rhodia is a partner for manufacturers producing electronics, cosmetics, toiletries, beauty and household maintenance goods. With 20 industrial sites, two research centres and customers distributed throughout Europe, Rhodia sees transport as one of its strategic activities. *“The Norbert Dentressangle Group is one of our 20 key transport partners,”* explains Bertrand Bucaille, Logistics Purchasing Manager for Europe. *“By selecting a European operator, we benefit from the consistent service, meeting of deadlines and quality follow-up.”* For the European distribution of palletised freight, the Norbert Dentressangle Group manages flows

between manufacturing plants in France, Italy, Germany and Great Britain. The Group also organises deliveries from Rhodia’s manufacturing sites to manufacturer customers. *“Our customers judge us on the way we meet OTIF (On Time, In Full) deadlines,”* stresses Bertrand Bucaille. *“We currently register a 98% satisfaction rate.”*

50,000 kilometres less per year

In practice, Norbert Dentressangle organises milk runs between manufacturing plants and combined collections for different destinations. Collections are conducted at fixed regular intervals based on six shuttles per day. This system makes it possible to optimise flows and

reduce the number of vehicles travelling around the sites. This also simplifies documentation, planning and significantly reduces fuel consumption.

“Groupage creates a saving of 50,000 kilometres per year, which is equivalent to travelling around the world!”, explains Justo Marco, Director of Purchasing for Europe, emphasising the environmental benefits of reduced mileage on this scale.

Every day, this system proves its efficiency in the Lyon region (at the Belle-Etoile, Saint-Fons Chimie and Blue Star sites). The implementation of this approach in other European countries is currently being considered.

General Motors

Night delivery for speedier service

General Motors (GM), one of the world’s largest carmakers, sold nearly 427,000 vehicles in the United Kingdom in 2007. Since 1997, the Norbert Dentressangle Group has delivered parts through the night to 320 Vauxhall dealers nationwide. Five days out of seven, dealers can place orders until 5pm, which are then picked

and packed by GM staff at its warehouse near Luton (north of London). The parts are trunked overnight to eight Norbert Dentressangle depots and broken out – then delivered to dealerships before 8am, Tuesday to Saturday. *“Our retailers receive their parts quicker, so can serve their customers better. Our partner took the trouble to get a clear, close understanding of their needs,”* says Keith Delderfield, GM’s General Warehouse Operations Manager.

Traceable, multi-brand deliveries

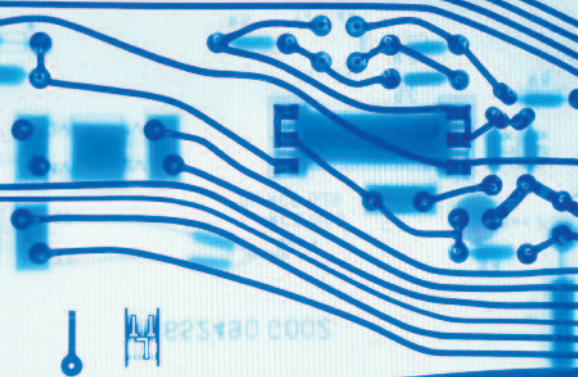
Over the past two years, in order to streamline its parts distribution, GM has been consolidating parts deli-

veries to three of its brands: Chevrolet (100 dealers), Saab (120) and Vauxhall. Instead of one delivery per brand per site, the Norbert Dentressangle team worked closely with the GM team in combining all brands’ product into single rollcage units. This arrangement is possible with about 30% of GM’s dealers, who host at least two of the three marques. Truck fill has been optimised, generating cost savings for GM and reducing the number of vehicles on the roads.

“To handle multi-brand deliveries, our provider had to modify its track & trace software,” explains Keith Delderfield. *“The trial was very successful.”*

To replenish their stocks, GM’s customers now rely on the extreme reliability of their inbound deliveries: the 2007 target of 98.5% was exceeded. *“Retailers aren’t stocking in-depth as before. Some have even moved forward their opening times and increased their turnover,”* notes Keith Delderfield.





Imaginarium

All kinds of toys, every day

Rhodia

Key figures 2007

- Turnover: 4,781 million Euros.
- 15,000 employees.
- 68 manufacturing plants worldwide.
- 6 international companies: Acetow, Eco-Services, Energy Services, Novicare, Polyamide, Silcea.
- Transport purchases in Europe: 125 million Euros, including 65 million for road transport.
- 50,000 road transport operations per year, including 20,000 pallet distribution operations.



General Motors

Key figures 2007

- Turnover: 132,219 million Euros.
- 266,000 employees.
- Manufacturing plants in 35 countries.
- Almost 9.37 million vehicles sold under 13 brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, Hummer, Opel, Pontiac, Saab, Saturn, Vauxhall and Wuling.
- 50 million replacement parts distributed in the United Kingdom, which represents 21% of the total European volume.

The Spanish group Imaginarium is a specialist retailer of educational toys for children aged up to 10. Most of its products are custom-designed for the group. In addition to an “on line” sales service, the chain has 340 retail outlets located in shopping centres, town centres and airports. Represented in 28 countries, including South America and Europe, Imaginarium is experiencing major growth in Spain and Portugal. Created in 1992 by a group of professionals working in the toy and distribution sectors, the company has been chaired by Félix Tena Comadrán since it was founded.

The originality of the Imaginarium system lies in a distribution system that is specially tailored for each retail outlet in consultation with the customer. In fact, every night, an IT system automatically converts sales conducted during the day into orders to supply stores. The products are then transferred to a platform where they are conditioned. Hauliers take charge of them after they have been labelled. This service is provided by dedicated teams, which rely on advanced technology.

Delivered before the customers arrive

In order to guarantee transport, Imaginarium has chosen partners that are able to effectively manage its delivery constraints. In this way, the Norbert Dentressangle Group has managed to offer the appropriate

methods and technology in order to replicate the Imaginarium distribution model in the various enterprise zones. The Norbert Dentressangle teams deliver the toys early in the morning before the stores open in order to avoid disrupting the arrival of the first customers. Without any intermediate handling, the quality of deliveries is guaranteed. Based on this model, the Norbert Dentressangle Group has organised rapid and optimised deliveries for 5 years, with a minimal amount of GIT claims and extreme reactivity when required. This leads to optimum satisfaction for end customers. In fact, Imaginarium particularly values the know-how and expertise of the Norbert Dentressangle Group in terms of deliveries to shopping centres and pedestrian areas with, moreover, variable opening times.

“We deliver an average of 2 m³ per retail outlet and per picking, and deliveries are tailored to each store,” says Julio de la Calle, transport manager at Imaginarium. *In 2007, 45,000 m³ were dispatched from our platform in Saragossa to all the shops in Spain and Portugal.”*

What is the key to the success of this partnership? Imaginarium’s needs represent a real challenge for the Norbert Dentressangle Group.

