

## SOLUTIONS

★ *Each year in Europe, Christmas begins in October... and ends at the end of January. For four months, the Norbert Dentressangle Group makes all its human and material resources available for its customers. Just like Father Christmas's elves, the Group rises to the challenge of a major feat: behind the scenes, it carries out flawless logistics activities to make sure companies keep all their customers happy during this festive period.*

## Ikea's not so little helpers!

Every Christmas, Swedish children are treated to a TV cartoon set in Santa's workshop. There, the elves have highly imaginative ways of putting the finishing touches to the toys that will make the children's eyes light up on Christmas morning.

For Mattias Ronngard, ISP Manager, Ikea, the Norbert Dentressangle teams that manage four Ikea Distribution Centres in the UK, France and the Netherlands are a little like those elves – finding the best solution for the Christmas rush.

*“Christmas is really when we win or lose on sales, and the D.C.s have to deal with urgent situations every day,”* he says, *“Norbert Dentressangle are very proactive, coming up with ideas to improve service or reduce lead times and make sure the right products reach*



*the stores on time.”* Another challenge is managing staff at a time when bank holidays and staff holidays combine with peak activity. The two UK centres are open 7 days a week for example, and leave has to be planned 4 to 6 months ahead. “Norbert Dentressangle are highly skilled at managing shift patterns,” adds Mattias Ronngard, *“They’ve achieved excellent levels of service overall in recent years, and we work very closely together, in an open, honest way. It’s a give and take relationship that has improved services to the stores.”* And perhaps it will also add an extra sparkle to the eyes of the thousands of Christmas shoppers who’ll visit Ikea stores across the north of Europe this holiday season.