

HOUSEHOLD APPLIANCES

Warning, fragile!

Household appliances (refrigerators, dishwashers, washing machines, dryers, microwaves, etc.) are very particular as they experience fluctuations depending on the season, and tend to be voluminous and fragile. For several years, Whirlpool and ElcoBrandt have relied on Norbert Dentressangle's logistics expertise, and entrusted them with the transport of certain products.

A historical player in the sector of household appliances Norbert Dentressangle has developed real expertise in this field. Today, the Group manages 66 % of the market outsourced to external service providers and moves 6 million items each year.

Seasonal products

Whirlpool has relied on Norbert Dentressangle's logistics services for 30 years. The Saint-Quentin-Fallavier (Isère) warehouse takes in, stocks and prepares consignments for the southern half of France. "The electrical goods market is a circular one", emphasises Jacques Fattier, Logistics Manager of Whirlpool France. "In the summer, people buy refrigerators and freezers, in the autumn they buy washing and drying machines: two peak periods that have to be managed." To stock large consignments, the logistics provider must be able to adapt the surface area of

his warehouse. Products are generally stored in large quantities and are sometimes piled up 8 high and 4 wide. The ElcoBrandt group has the largest European warehouse for electrical goods, measuring 71,500 sq. m (in the Loiret department). Yet the company calls on Norbert Dentressangle's services for its 35,000 sq. m warehouse in Satolas. "This warehouse can store up to 125,000 appliances", states Olivier Benguigui, Supply Chain manager. "The Norbert Dentressangle unit provides us with a high added-value service, from receiving the appliances delivered by trailers and containers, to preparing and managing consignments. It also acts as interface between the warehouses and factories, and coordinates and schedules freighting." On behalf of Whirlpool, the warehouses have to manage flows between consignments that arrive in production plants, mostly located in Italy and Eastern Europe, and end customers' orders (resellers, mass distribution outlets). "These flows are planned",

specifies Jacques Fattier. "Availability is a key factor for us, and unloading and storage operations are essential to make sure our customers are served properly. The logistics provider has to be flexible." Human and material resources are managed on a day-to-day basis. 60 % of consignments arrive by rail. Norbert Dentressangle's teams unload between 10 and 20 wagons each day. To do this, the warehouse has an internal railway line.



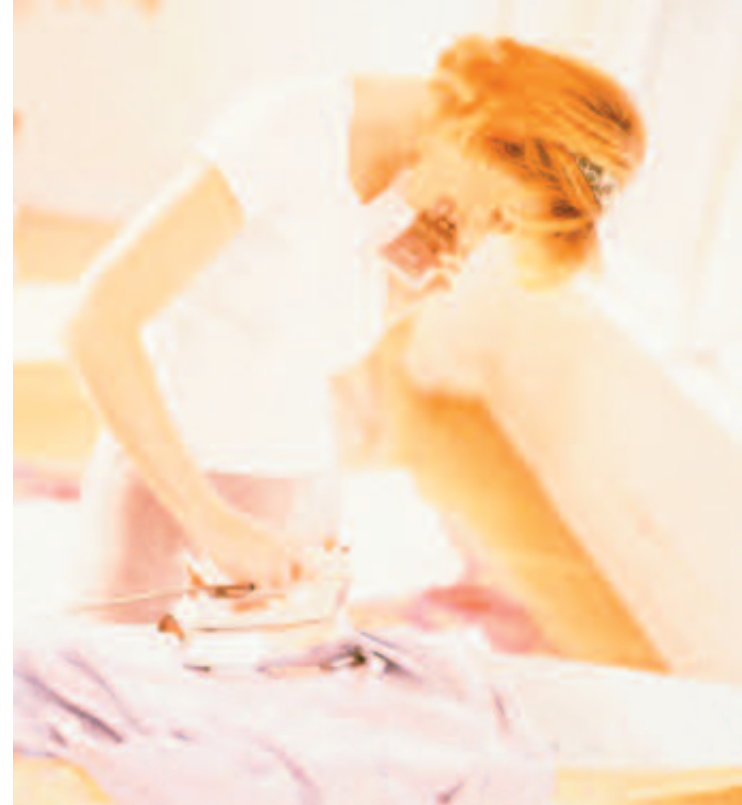


High volume products

In partnership with Whirlpool, in 2001 the Norbert Dentressangle Group developed a special tool for handling products: a trolley with electronic levers. *“Products are stored, piled on top of one another; with this device, up to 12 washing machines can be lifted at the same time. But we have to avoid any crushing on lifting; that’s where the electronic calculation comes in”*, explains Vincent Daudier, Norbert Dentressangle depot manager at Satolas. The Group provides special training in the use of this tool.

Fragile products

Because household appliances are fragile, manufacturers, in partnership with their logistics partner, are constantly working to improve the packaging quality. Products are secured with polystyrene and plastic film. Pictograms on the packaging indicate handling constraints: Norbert Dentressangle teams have been specially trained to understand these instructions. Whirlpool and ElcoBrandt, who are totally satisfied with Norbert Dentressangle’s services, have a common goal: to increase quality and productivity while guaranteeing stocks.



“At Norbert Dentressangle, the already low breakage rate has decreased by half again since the trolleys with electronic levers have been in use: it is even three times less than in the profession in general.”

Whirlpool (Whirlpool, Laden and Bauknecht):

- head office in Suresnes, France;
- 10 production plants in Europe;
- two warehouses: 28,000 sq. m in Amiens and 27,000 sq. m in Saint-Quentin-Fallavier (Lyon);
- over 2 million appliances sold in France each year, equivalent to 700,000 sq. m dispatched;
- 12 million appliances sold per year in Europe;
- world leader in electrical wholesale goods.



ElcoBrandt (Brandt, Sauter, Vedette, Thomson and De Dietrich):

- head office in Rueil-Malmaison, France;
- production plants in France and in Italy;
- two warehouses: 71,500 sq. m in Meung-sur-Loire and 35,000 sq. m in Satolas;
- 3.5 million finished products dispatched per year, of which 2.3 million to France;
- 600,000 shipments per year, i.e. 100,000 tonnes;
- 29,000 semi-trailers dispatched per year;
- Norbert Dentressangle manages 90 % of the group’s supplies to French warehouses.