



## Castorama

# Everything, right away, and all the time!

*Castorama is the DIY, building material, design and decoration specialist for the home and garden. From tools to garden sheds, including decoration and textiles, the brand has no less than 50,000 product references! The Norbert Dentressangle Group is partnering the company in its new challenge: product availability in its stores.*

**C**astorama is a subsidiary of the British group, Kingfisher, which is present in 11 countries, is the European leader and N°3 worldwide in the distribution of home improvement products. With 13,000 staff members in more than 100 stores in France, Castorama generated sales in 2004 of 2.3 billion euros. Its vocation is to accompany each family in its home improvement and design projects.

The brand has been developing its interior decoration and design product range for the last two years. "To do this, we are "revamping" our stores", explains Stéphane Lemonnier, logistics director France. "Relocations, new stores, extensions, and so on. By the end of this year, more than a third of the shops will have been updated". This development is partly due to more women visiting the stores, whose expectations are being

taken into account in the display and layout of the products.

### **Redefining product flows**

In 2004, Castorama was equipped with a Supply Chain to meet the new distribution issues: flows are more and more centralised in the warehouses, the supply network is evolving, in particular with the development of imports, and stocks are tending towards massification on the national level. "Our focus is on product availability in the stores", confirms Stéphane Lemonnier.

In logistics terms, Castorama has three supply networks. "Our strategic goal is to transit 80% of our flows via centralised channels: cross-docking and warehouses". Cross-docking goes through five breakdown platforms: Lille, Paris, Niort, Lyon and Saint-Martin-de-Crau. Since January 2006, Norbert Dentressangle has been managing cross-docking on the Saint-Martin-de-Crau site.



#### Developing centralised and dedicated orders

Another supply method is the warehouse channel. From the logistic centres in

*When the order is taken in the shop, the shop can view the available warehouse stock, make the order and constitute a dedicated order." The voice-to-pick order*

**“With Norbert Dentressangle, we perform cross-docking operations in our warehouse in Saint-Martin-de-Crau, where we are soon going to inaugurate a breakdown platform and a voice-to-pick system. Our joint goal is to provide optimal service to the stores.”**

Lille, Saint-Martin-de-Crau (36,000 sq. m operated by Norbert Dentressangle) and soon Ile-de-France, Castorama delivers to all of its shops twice a week, or even daily. 10,000 products are managed this way, including a large number of imports (from Asia). *“With Norbert Dentressangle, we have set up a process in Saint-Martin-de-Crau for tiles enabling in-store stocks to be reduced.*

*preparation service is also being studied on this site. Stéphane Lemonnier’s comment on all of these projects: “With the Norbert Dentressangle Group, which is a real minefield of proposals and a driving partner, we are developing a win-win relationship”.*

## The Saint-Martin-de-Crau warehouse

- Dispatches: 90,000 pallets.
- Products: Tiles, wood/building material and bathrooms.
- Distribution to 110 sales outlets in France.
- Surface: 36,000 sq. m, of which 2,500 sq. m are dedicated to cross-docking + 7,000 sq. m uncovered.
- Permanent staff: 45 people.
- 3,500 product references.
- Cross-docking since January 2006. Delivery to 21 stores in the south of France.

