

TRUFFAUT

# Truffaut, distribution for the garden



*Founded in 1824, Truffaut now has 43 garden/pet centres in France.*

*Nursery plants, spring plants and indoor greenhouse plants are the symbols of the brand, which created the concept of urban gardening centres. From straw to garden furniture, including decorative items, the Norbert Dentressangle Group delivers to all Truffaut's French stores from its warehouse in the Paris region.*

**F**or 180 years, the Truffaut family has been passionately striving to make the “art of gardening” available to everyone. Generations of Truffauts, including nurserymen, horticulturists and technicians, have shaped the face of gardening of the 20<sup>th</sup> century.

It all began in 1824, when Charles Truffaut created the first company specialising in rare vegetables and fresh fruit, in Versailles. In 1878, Armand-Albert Truffaut inaugurated his first tropical plant greenhouses.

The company celebrated its 100<sup>th</sup> birthday in 1924 and three years later, the first Truffaut seed shop opened its doors in Paris, quickly followed by Lyon and Lille.

It was after a trip to the United States, in 1964, that the Company created the first French Garden Centre, in

Chesnay, close to Versailles. Between 1970 and 1974, the company trialled selling decorative items and opened a pet shop. The franchise concept came about in 1978 with the opening of a pilot shop in Blois. This development led the company to work with Florelites Clause, who own the largest garden centres in the Paris region. Truffaut joined the Cora Révillon group in 1990 and two years later, the brand declared itself environmentally friendly with the slogan: “Plus belle sera la terre !” (*Earth will be more beautiful*).

In 1995, the company re-printed its encyclopaedia, “Le Truffaut”, a reference in the field. In the same year it launched a Quality policy, obtaining ISO 9002 certification for its shop in Chesnay in 1998. In 2004, Truffaut celebrated its 180<sup>th</sup> birthday. Today it is the leading garden and pet specialist.

### A unique warehouse

In 2005, the Norbert Dentressangle Group became the company's logistic partner, for its "all seasons and seasonal products". Since January 2006, all products transiting through a warehouse are consolidated in Saint-Germain-lès-

As gardening is essentially a seasonal activity, 45% of sales are made in the three spring months. New activities have made it possible to lessen this seasonal aspect and to even out the activity a bit more, in particular with the pet shop products or creative leisure



## “Norbert Dentressangle shares the same idea of sustainable development...”

Arpajon, in the Paris suburbs, a single site to where they are then delivered to the brand's 40 different shops. This multiple-user site covers 50,000 sq. m. *“We chose Norbert Dentressangle for the space capacity of their warehouse, not far from our head office in Evry, for their working methods and the quality of their services. Implementation was quick and efficient”,* says Daniel Métivet, Director of Operations. *“Today, thanks to Norbert Dentressangle's information system, we are developing cross-docking so that we can make transport savings.”*

section. Christmas is another peak time, with December being the 5<sup>th</sup> month in terms of sales. Alcides de Castro, distribution manager of the brand, tells us *“The area dedicated to garden furniture in the spring is offset with Christmas products in winter. Flows are evened out throughout the year, especially as our information system allows us to restock the shop automatically several times a week.”* With SAP, Truffaut has created interfaces with its logistics provider, thus making order management easier. To date, the partners are involved in two development projects (see opposite). For Daniel Métivet, *“Norbert Dentressangle offers a real asset in terms of innovative tools”.*

## Key figures

- 1 central warehouse in the Paris region, covering 12,000 sq. m.
- Around a hundred weekly deliveries.
- 43 shops covering 6,000 to 10,000 sq. m in France, including the only garden centre in Paris (13<sup>th</sup> district).
- 6 shops covering 15,000 sq. m in Great Britain.
- Garden centre: half of the turnover.
- Pet shop: a quarter of the turnover.
- Leisure, creative activities, Christmas items: the remainder.

## 2005-2006 projects

- Thanks to the radio frequency system developed by Norbert Dentressangle, Truffaut can view warehouse flows in real-time.
- The guaranteed customer service ratio, which is already in place at some of Norbert Dentressangle's customers, will soon mean an optimal delivery rate for Truffaut.