

FERPLAST

Keeping pets happy



“It takes 12 days for a bird to be born. It takes 40 years of experience to make sure it feels comfortable.” These are the words that Italian company Ferplast uses to define its commitment in the animal product (non-food) sector. Since 1966, the family company has developed and today Ferplast exports to 80 countries. Ferplast has been working with Norbert Dentressangle for almost 12 years to transport its animal houses, aquariums and bird cages.



Carlo Vaccari,
Chairman and CEO
of Ferplast

In 1966, Carlo Vaccari began to make small bird cages in his basement in Castelgomberto (Vicence). He soon put in place a development process leading him to dominate this market sector. Predicting the development potential of the Pet Care universe, Carlo Vaccari extended his product range with the introduction of new categories of products meeting the needs of every pet, and the recent addition of aquariums and terrariums.



D'un entresol de province vers le monde entier

En plus de 40 ans d'histoire, Ferplast a connu de grands changements. De l'entreprise d'origine il ne reste que la localité (Castelgomberto-Vicence) et le fondateur, secondé par sa sœur, ses deux fils et une équipe de managers. Les petites cages à oiseaux, qui autrefois étaient le symbole de la marque, représentent 25 % du chiffre d'affaires. Ferplast couvre désormais la gamme complète des accessoires de confort pour chiens, chats, canaris, lapins, reptiles, amphibiens, poissons... Avec plus de 1 000 employés et trois usines en Italie, en Ukraine et en Slovaquie, Ferplast fabrique 90 % de ses produits, transformant chaque année environ 400 tonnes de métal et 600 tonnes de matières plastiques, ainsi que des peaux et des tissus. La société possède des filiales commerciales dans 10 pays et plus de 8 000 clients en Europe. Son chiffre d'affaires annuel est de plus de 90 millions d'euros.

Forty years later, Ferplast has 3 production sites and 11 sales branches. Over 200,000 m³ of products are handled each year. The brand's centrepieces are the "Star" made-to-measure aquariums and the Risto Dog line, an automatic food distributor for dogs.

Specific solutions for demanding customers

In order to be competitive, Ferplast focuses its attention on transport and logistics, an extremely important sector for a company that, each month, delivers on average 55 containers and 168 trucks of products all over the world.

"Our customers represent a wide panel, from small traders who sometimes ask for just a single pallet to supply their pet shops, to specialised chains and the mass market, which receive entire truckloads," explains Carlo Vaccari, Chairman and CEO of Ferplast. *"And each one has its own personal requirements: respect of timeframes, delivery by appointment. Within this transport activity organised according to customer requirements, Ferplast has entrusted the Norbert Dentressangle Group with deliveries in several countries, such as the United Kingdom, where "we deliver by appointment with the customer. Punctuality and the carrier's image are essential to boost the image of Ferplast",* explains Carlo Vaccari.

To achieve this, the Group's professionalism and the quality of its vehicle fleet, which is renewed every three years, is essential.

Ethics and performance

Since 1966, Ferplast has invested 8% of its turnover in technologies and research. It is currently focusing on non-toxic and recyclable materials. New packaging systems are also being studied in order to reduce dimensions and waste.

"This is not only a commercial issue, but an ethical and ecological one too", emphasises Carlo Vaccari.

In terms of logistics, Ferplast are assessing *"the possibility of optimising the Castelgomberto sorting centre by handing over operation to a professional like Norbert Dentressangle",* explains Mr Vaccari. *"This could give us the guarantee of good service quality and minimised costs that can only be guaranteed through experience and economies of scale."*

