

The Christmas “Book of Records”

• **Mattel:**

- Norbert Dentressangle's staff number varies from 80 people in January to 300 in October, working in shifts of 3x8.
- Dispatches go from 20 trailers per day in January to 80 in December.

• **Ikea:**

- Business peaks from mid-August to mid-January. The Belgians and the Dutch exchange Christmas gifts until January 15th.
- Over the period, Norbert Dentressangle's sites operate 7/7 days in Great Britain, 6/7 days in France and 5/7 days in the Netherlands.

• **Auchan:**

- From January to February, delivery of toys to the Paris region accounts for an average of 12 tractor units, 14 drivers and 35 trailers. From the end of October until the end of December, these figures increase to 23 tractor units, 26 drivers and 60 trailers.
- on Saturdays in December, shops sometimes re-order up to 2 to 3 times.



Auchan

Getting ready for Christmas in August

“As early as August, we receive products, in particular toys, from our suppliers all over the world. These products supply our 26 shops in the Paris region for the Christmas period”, explains Dominique Mercier, Director of non-food supplies at Auchan. *“We can inform our logistics and transport partners as early as June about the quantity of goods to expect! In this way, they can start preparing themselves and be ready to deal with the peak that takes place from early October to end December.”* During these three months, Auchan warehouses deliver to the different shops in the Paris region using lean supply chain practices, in accordance with customers' requirements, and with orders sometimes coming through every hour. The shops' main requirements concern quantity – two semi-trailers may have to be used in the same day to meet the needs of a single shop.



Another major requirement is on-time delivery: shops have their own logistics constraints and above all, shop opening times! Concerning the operational part, Norbert Dentressangle's teams work hand-in-hand with Auchan's teams in order to anticipate variations in terms of volume and schedules: for example, November 11th and every Saturday in December are high turnover days. The Group, which has been supplying this service for 6 years, is able to measure these highs. For example, it can call on international drivers during peak times. As for drivers at the yard, they are responsible for loading trailers round the clock, of which there may be up to 70 a day. For Auchan, the Norbert Dentressangle Group can deliver up to 12 trailer-loads a day to the same shop in the Paris region!