

LG ELECTRONICS

“Life’s Good” for LG Electronics!

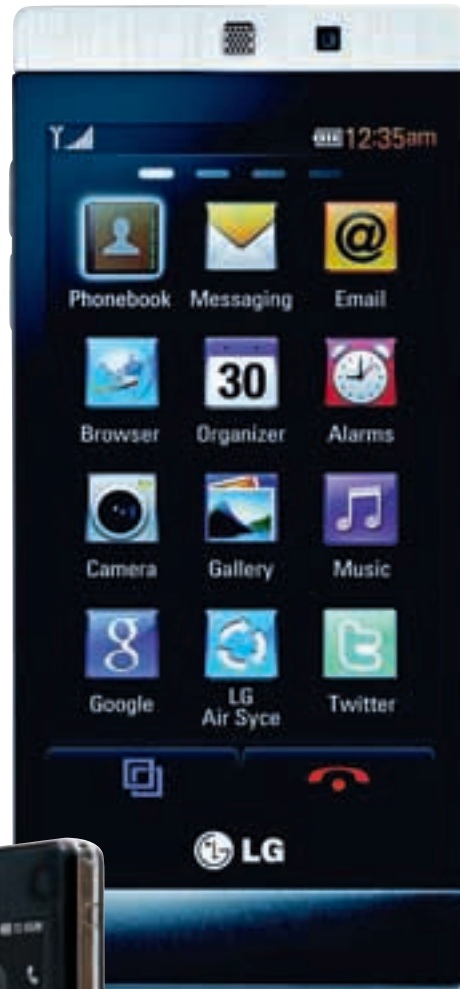
From mobile phones to household appliances and flat screen TVs... The Korean high-tech giant has not suffered from the crisis. Even better - it is aiming for world leadership in all markets by 2012. Its three major assets are its smart designs, technological innovations and reliability.

Darty, Boulanger, FNAC, Carrefour, Auchan, Casino... The big names in French distribution and all retailers have confirmed the huge success of LG products. Spurred on by the creative design and useful, ingenious technology cultivated by the brand, sales have hit the roof for LG. *“We are fortunate to belong to a company that is growing by at least 20% per year! We are present in all the developing markets and gaining market shares in our current sectors. We are also investing in new markets (dishwashers, built-in household appliances, etc.),”* says Michel Brian, Vice-President of LG Electronics France.

The challenge - to serve 7,000 customers on time!

Recently, the “World Cup” effect certainly led to packed order books in 2010, with screen sales increasing by 25%! The manufacturer expected this boost in the spring, which is just like any other seasonal peak: people like to buy small appliances as Mothers’ Day and Christmas presents; the “lull” reaches a peak between May and August; more washing machines are sold to people moving house or buying new appliances in September, such as computers for the new school term.

“Impulse purchases counter-balance these seasonal sales,” says Michel Brian *“and we have to remain completely flexible in response to factors that are beyond our control, such as surges in the market and our distributors’ needs, etc. We have to deliver between 700 - 3,000 m³ products per day! This is where our logistics and transport partner comes in, on whom we rely for the fluidity of our presence on the market.”*



Fifty years of innovation

- 1958: Goldstar founded, which became LG Electronics in 1995
- From 1959-1977: The first Korean radios and colour televisions are manufactured
- 1996: Creation of LG Telecom
- 2000: Launch of the 1st refrigerator connected to the Internet
- 2003: Arrival of the first GSMs on the European market
- 2005: LG becomes the world’s 4th mobile phone supplier
- 2009: LG becomes France’s 1st washing machine and 2nd refrigerator manufacturer

Key figures

84,000 employees - 5 divisions - 115 sites

84 subsidiaries - 14 production centres

30 research and development centres

6 design centres

1 consumer and innovation research laboratory

International sales for the financial year 2009
increased by 12.5% to 43.4 billion Dollars.

Logistics - reactivity comes first

Since May 2006, LG Electronics has chosen Norbert Dentressangle to be its logistics partner for all its brown and white products in France. Located within 300 km of the port of Le Havre, the Meung-sur-Loire hub (100 people / 26,000 Sq.m) receives containers from South East Asia and trucks loaded with televisions and refrigerators from Poland. Close to the heart of France, the hub supports LG's growth by supplying the brand's retailers by means of tight flows. With over 300 orders per day, ranging from parcels to full trucks, reactivity comes first. Some days, as it was the case in April 2010, the number of loaded trucks rose from 50 to 96!

Diverse storage solutions at Milton Keynes

The Norbert Dentressangle Milton Keynes site, 70km North West of London, has been providing warehousing and transport solutions for LG Electronics since 2008. LG Electronics full range of white and brown goods destined for the UK market, including Ireland, are stored at the 24,000 Sq.m multi-user site before delivery to UK retailers. They arrive from Poland (70%), China and Korea (30%). Due to the diverse heights and volumes of the products various storage solutions are used from standard racking to a 9,000 Sq.m block stack area for white goods.

Norbert Dentressangle delivers to all large UK supermarket chains and high street specialist retailers. All deliveries are operated on an agreed date/time basis and are booked in either electronically or by phone.

