

# Allia/Sanitec

Massification + direct deliveries = flexibility

*With over 9,000 employees and high international presence, Sanitec Corporation is a European leader in bathroom equipment. French branch of the Finnish Sanitec Corporation, Allia has six production sites making ceramic items and “bath and shower” items, plus a consulting area with showroom in Paris.*

Organised in six logistics regions, each with a precise perimeter, Allia practices massification of its flows, thus avoiding customers receiving orders in batches. Every week, orders leave from its three sites in France. They are then grouped together on Norbert Dentressangle cross docks to be delivered to the end customer, once a week. Allia customers win from this solution, and the environment too!

Allia also practices the direct delivery of goods, whereby the customer’s delivery does not go via the cross docks, thus avoiding congestion. *“Thanks to this flexibility, we can set our priorities and manage dispatching better”,* explains Daniel Hirault, Project Manager. *“Timeframes are reliable, costs are*

*optimised and the organisation is transparent.”*

Bathroom products cannot withstand extra handling and require special attention. Norbert Dentressangle operatives have thus been made aware of the risks of breakage, and a weekly quality check verifies progress and drifts, so as to be as responsive as possible. Daniel Hirault concludes: *“We don’t expect our transport and logistics partner to have a “wait and see” attitude, but to come up with innovative solutions.”*



## Key figures

- 9,100 employees
- Group turnover in 2006: 880 million euros.
- 28 production sites in Europe.