

## BRUNNER MOND

# When **ecology** and **economy** hit it off

*Brunner Mond is a manufacturer of alkaline chemical products and an international leader in its field.*

*For several years, the company has placed sustainable development and respect for the environment at the heart of its priorities.*

*Concretely, this means a policy of innovation, quality and continuous improvement.*

*Summary of a success set to last.*

**B**runner Mond manufactures alkaline chemical products, including sodium carbonates and sodium, chlorine and calcium bicarbonates used in many products and essential processes, from glass to detergents and including foodstuffs, dialysis machines and portable water purification systems. The company has manufacturing plants in the United Kingdom, the Netherlands and in Kenya, and its products are distributed all over the world. For years, Brunner Mond has been a forerunner in applying environment and sustainable development policies. “Because we make chemical products”, comments Martin Keighly, Managing Director

(Europe), “we take our responsibilities seriously and face up to them. Our performance standards in terms of the environment and safety are at the heart of all our activities. We have dedicated specialists to analyse and improve all our manufacturing and distribution processes. We work in close collaboration with the local, national and international authorities, to adhere to applicable standards and we select our suppliers carefully with a view to guaranteeing that these principles are applied outside our own production areas. In application of this, we asked Norbert Dentressangle, for example, to help us to optimise truck runs to reduce the number of journeys and therefore reduce the impact of our transportation on the environment.”





## A specific fleet of tank trucks

*To meet the ecological and economical needs of its customer, Norbert Dentressangle recommended two types of truck perfectly suited to its needs: firstly, a 65 cubic meter tilt truck to transport sodium carbonate (a light powder) and secondly, a so-called horizontal truck, just under 40 cubic meters, to transport heavier powders. This system has enabled the payload of each trip to be increased by six tonnes (from 24 to 30 tonnes). Further, these trucks make less noise as they are equipped with new pneumatic suspension technology, thus respecting Brunner Mond's commitments to neighbouring villages. In terms of logistics, these trucks reduce the average unloading time by 40% and thus increase the company's productivity. In terms of security (another priority shared by both companies), Norbert Dentressangle organised training modules for all drivers to make them aware of potential road dangers and to improve their handling of their new vehicles. In four years, the number of drivers has practically tripled, from 12 to 30.*

### **When productivity rhymes with respect for the environment**

The two companies studied several technological and logistics solutions to increase productivity and respect the environment. Norbert Dentressangle put forward a range of tank trucks suitable for the transport of different powdered products. Brunner Mond, which has plants bordering on districts that have become very residential, was anxious to face up to its responsibilities towards neighbouring villages by reducing traffic and therefore noise pollution. The solutions implemented (see boxed text) ease traffic considerably, with a reduction of 3,000 journeys per year. In terms of logistics, truck runs have been optimised via the continuous turnover (24 hours a day, 7 days a week) of drivers

and reduced unloading times. So, the material is better amortized and efficiency is maximised. This example shows that respecting the environment on a daily basis can unite ecological and economic demands, which is the very essence of sustainable development.

