

Romania

Salomon gets off on the right foot

Adidas group subsidiary Salomon, based in Annecy, France, specialises in winter sports gear. It decided to delocalise part of its production (Alpine and Nordic ski boots, in-line skates, ski bindings and Mavic bike wheels) to Romania. Over the last two years, Salomon has developed a network of French and Italian suppliers near the assembly lines. This advanced platform is a bonded warehouse in Arad, Romania. It was developed jointly with Norbert Dentressangle and De Bortoli, an Italian supplier. The objectives were to reduce supply chain lead times to the Romanian assembly lines and simplify customs procedures.

Today, the 13,000 sq.m warehouse handles all the administrative aspects of the temporary importation of all components made in France and Italy, unloads and handles reception procedures for trucks, runs quality controls on incoming components, manages the stock of 5,500 references, picks orders, loads them onto trucks, organises their release with the Customs authorities, delivers the orders and updates the inventory every day.

“Norbert Dentressangle handles every aspect of the supply chain, from raw materials to finished products. With its central transport unit in Annecy, the Group totally controls traffic flows in and out of the Romanian warehouse”, explains Philippe Dubé, industrial

Norbert Dentressangle has built up a solid organisation in Eastern European countries to partner import and export companies in the best conditions with modern logistics platforms, a network of permanent subcontractors, a forwarding network, Polish, Hungarian, Czech and Romanian personnel and a dedicated logistics base for these countries in Lesquin (Northern France).

Director of Salomon SA. And he adds: *“Total performance is measured each month and a quality rate of over 97 % was achieved very quickly.”* Today, Salomon is considering extending the scope of the operations based in Romania, including the direct dispatch of finished goods to Asia and North America.



Philippe Dubé,
industrial Director
of Salomon SA

A bonded warehouse for non-stop traffic flows

A simple solution to a complex problem. The Group set up a dedicated bonded warehouse for Salomon. There are several advantages:

- *simplified traffic flows;*
- *no waiting;*
- *an uninterrupted supply chain;*
- *an uninterrupted production chain, eliminating the transit of product components for customs inspections.*

Last, but not least, bonded storage and temporary importation eliminates the payment of custom duties and taxes.

