

# PF Concept:

## “Service is our business”

European leader in the mail-order selling of promotional gifts, PF Concept — whose head office is in the Netherlands — has experienced high growth. The key to this success? The very short delivery times which it offers to its customers. This puts its logistics supplier to the test. Within the framework of a partnership which goes back to 1999, Norbert Dentressangle, who today manages two distribution centres in the Netherlands and in France, has revealed itself to be a flexible and efficient ally. What's PF Concept's motto? “Service is our business”. And its customers obviously appreciate the way in which it distributes its large range of items all over Europe. Capacity at its textile products distribution centre in Oss (Netherlands) has more than doubled in 5 years, now reaching 14,000 pallets; at the Saint-Vulbas centre (Lyon - France), which serves southern Europe and also handles non-textile products, capacity has doubled in

3 years, now amounting to 16,000 pallets! “Norbert Dentressangle has shown itself to be really flexible in terms of its warehousing capacity, especially over the last six months”, confirms Jeroen van der Heijden, European logistics manager of PF Concept. And the pressure is not set to ease off: with the Dutch and French warehouses full, Norbert Dentressangle has the task of finding extra space. PF Concept sets the European group key performance indicators in order to hold onto its precious reputation of a “super deliverer”. Norbert Dentressangle has met order handling rates without fail for the last 2 years; further, the warehousing precision – thanks to bar coding and continuous cyclical stocktaking – is to PF Concept's satisfaction. “The level of service provided by Norbert Dentressangle teams is very high and is helping us to keep our good reputation”, confirms Jeroen van der Heijden.



24 hours a day, 7 days a week. For the carrier, the challenge consisted in transferring 250,000 tonnes per year of steel billets between Vitoria and Bilbao, 60 km apart, taking into account transport constraints such as security or weather conditions. The route in fact includes a pass that is sometimes covered in snow! A special solution has been put in place: the steel is routed via continuous shuttle between the Bilbao steel works and the Vitoria rolling mill. The resources used are: drivers working 3 x 8-hour shifts at the wheel of specific semi-trailers (28 tonnes payload) and trucks waiting at each end of the production chain to ensure continuous flow. The results achieved are impressive: just one 30-minute stop in the chain in three years of

service! The transport service is an essential part of the production chain, as Daniel de Miguel, procurement and logistics manager at Sidenor tells us: “Lean supply chain demands required our partner to provide a rapid and flexible solution. That was the case with Norbert Dentressangle.”

## Facts and figures

- **Armand Thierry:**
  - delivery to 230 ready-to-wear boutiques in France and Benelux
  - 2 logistics sites amounting to 11,500 sq.m
  - 25 totally versatile staff members
  - 12 million goods movements per year (in and out)
  - 99.70% delivery precision rate
- **PF Concept:**
  - 2 distribution centres managed by Norbert Dentressangle
  - a range of 5,000 items distributed in Europe
  - 30,000 pallets dispatched per year

- **Sidenor:**
  - 250,000 tonnes of steel billets transported each year, in lean and continuous supply chain conditions
  - shuttles on a 3 x 8 basis, 24 hours a day, 350 days a year
  - 6 tractor units, 25 trailers and 15 drivers