

The pressure on the distribution is high: handling bulky and fragile products, managing seasonal peaks, the ability to make multiple deliveries and to manage batches of varying volumes, home deliveries, and traceability of deliveries. Total Lubrifiants, Indesit Company and Whirlpool have placed their trust in the Norbert Dentressangle Group for such operations.

Whirlpool

Tracking white goods

Refrigerators, dishwashers and microwave ovens are fragile items. From the factory to the end customer, these products need to be transported and handled carefully. “With Norbert Dentressangle, specialised in the sector, we know that the drivers are trained to handle these kinds of goods. They unload the goods for the consignee from their vehicle with its elevating tailgate. This is greatly appreciated by shops located in town centres”, says Jacques Fattier, logistics director with Whirlpool France. Because of their fragile nature, the products have to be transported with other cubic products and protected in a box: they must not be grouped together with industrial cargo, for example. Another problem is the different sized deliveries, varying from an individual case to a full load. “Our service provider can make deliveries of any size, all over France and according to variable flows”, continues Jacques Fattier. At the warehouse in Amiens (northern France), which distributes to the north of France and the warehouse in Saint-Quentin-Fallavier (Isère), which distributes to the south, ten Norbert Dentressangle employees take care of appointments, schedules, delivery conditions, forwarding and customer service. Customers

expect their goods on time, according to appointment or at regular intervals. The goods leave the warehouse 24 to 48 hours before delivery, or even the same day for local customers. “To achieve this, Norbert Dentressangle recovers delivery orders from our own SAP system,” explains Jacques Fattier. “Delivery traceability and all related events are recorded and can be viewed by Whirlpool teams, making it easy to meet customers’ growing demand for information”.

Whirlpool

- *First producer worldwide of household electrical goods; 40 million appliances manufactured; 68,000 staff members globally; 12.2 billion dollars of turnover.*
- *Every day, over 2 million items are shipped in France and more than 300 customers receive deliveries.*
- *Distribution transport: 25% of volumes are delivered via Norbert Dentressangle regional distribution platforms.*
- *Forwarding: 75% of volumes are delivered directly to customers from two Whirlpool warehouses.*