

HYGIENE

A transport structure for hygienic products

100% of European consumers buy hygiene products: hygienic paper, tissues, nappies, wipes, kitchen roll, etc. In this sector, large international producers dominate the market. For these high rotation products that are both bulky and light, transport is a crucial element of the budget. Transport organisation plays a decisive role in meeting demands of the mass-market sector.



The hygiene sector comprises two types of products with different characteristics and concerns: brands and supermarket own brands, including low-cost products. Producers that make own brand and low-cost products promote the argument of good value for money. Those that make brand products bank on the promise of well-being and comfort for the consumer. In both cases they need an efficient supply-chain, able to absorb large production volumes and to supply the mass market on time. There is one further constraint: the seasonal nature of products and population flows. For example, the consumption of kitchen roll on the Côte d'Azur increases considerably in summer!

"The Norbert Dentressangle Group is able to meet these activity peaks thanks to the size of its vehicle fleet: the Group has 900 large volume vehicles in Europe, and this fleet is particularly well suited to the constraints of the Hygiene sector", comments Jacques Dauteuille, manager of the Road train division for the Norbert Dentressangle Group.

Meeting specific needs

"Manufacturers of own brands, such as SCA, need significant transport resources all year round to deliver products to regional sales outlets, in accordance with bids for tender launched by the brands. Production and transport capacities need to be anticipated several months in advance to meet mass-market demand, explains Denis Dewerd, Supply-chain director of the Tissue division of the SCA group. *To do this, we organise*

monthly meetings with the Group." Brand products, present throughout the country, need a wider supply network; delivering the missing product to the right place at the right time requires reactivity and flexibility. It also requires forward planning to avoid product outages. *"These producers have to work in perfect co-ordination with their logistics partner to understand the needs of distributors and trigger deliveries",* observes Jérôme Burtin, Sales Director of the Group's Transport Division. In the hygiene sector, it is essential for manufacturers to set up a logistics and transport structure adapted to market needs. And that's the nature of the offer proposed by the Norbert Dentressangle Group: for each issue, there's a customised solution. *"To meet our customers' needs, we position ourselves as a manager of resources, able to implement an adapted fleet, a coherent transport plan and efficient operations",* stresses Jérôme Burtin. The transport partner then needs to guide and trace flows using an information system connected to the customer's own information system. At this stage, rapidity and reliability of data are essential.

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Denis Dewerd, Supply chain Director, Tissue Division of the SCA Group



SCA Tissue Europe Own brand hygiene products

- *SCA, an international group of Swedish origin, makes mass-market paper products. Its SCA Tissue brand makes wipe products for the mass-market and professional sectors, and is a European leader on the market. It employs 8,000 people and achieves turnover of 2 billion euros.*
- *In France, the Theil plant, which employs 330 people, makes toilet paper and kitchen roll for own brands and low-cost brands (200 product references).*
- *Transport represents on average 100 trucks per day. Depending on season and promotions, 3,000 to 6,000 pallets are delivered daily. "In the hygiene sector, the LLP has to manage a large fleet to handle activity peaks as well as a network of subcontractors on a daily basis, says Denis Dewerd, Supply chain Director of the Tissue division of the SCA group. The Norbert Dentressangle Group provides this dual capacity. We also appreciate the reactivity and professionalism of the teams that are dedicated to our project. Every day, we work together to anticipate our customers' needs."*

