

Defining the most effective logistics or transport solution for each customer is the first service carried out by Norbert Dentressangle teams. An additional dimension is the ongoing optimisation of these solutions.

The logistics division's Engineering Department: constantly evolving designers

Managed by Richard Noël, the logistics division of Norbert Dentressangle's Engineering Department fulfils three major missions:

- *devise all technical and budgetary offers to deliver precise responses to the logistics needs of Group customers;*
- *carry out operation support missions for the launch of new dossiers and/or for restructuring existing dossiers;*
- *work on technological projects to design new solutions. For example, the voice recognition system for preparing orders (see "Talents" N°1, June 2004).*

Other technological projects are in progress to improve the offer of Norbert Dentressangle's logistics division.

Armand Thiery:

99.70% precision

230 men's and women's ready-to-wear fashion boutiques in France and the Benelux countries carry the Armand Thiery name. Founded in 1841, the brand is today leader on its market and is continuing to grow. Norbert Dentressangle has been participating in this success since 1998. The objective is clear: deliver daily to the 230 Armand Thiery shops. Two sites totalling 11,500 sq.m, one dedicated to packaging products on hangers and the other to flat-packaging "women's" products, are at the heart of this operation. Each warehouse receives its goods and scans the bar codes on the labels to check that the goods comply. A quality check is carried out at the same time. The goods are then dispatched in order to balance each store's stock.

Between 1998, which saw over 3 million movements of goods (in and out) and today, with Norbert Dentressangle teams handling over 12 million items, automation came into play. A sorter dispatches the clothes according to the demand, destination and packing mode. To do this

successfully, a highly efficient computer package circulates information upstream and downstream.

"Today, our delivery error rate is very low: 0.30%!" state Pierre-Hervé Hue, Planning and Logistics Director and Sébastien Hospital, Logistics Coordination Manager. *"We are satisfied with our partnership with Norbert Dentressangle who managed to understand our concern and adapt its solutions to our needs."* Experience, responsiveness and imagination all played a major role in achieving this objective and in making a made-to-measure process work.



Sidenor:

Lean supply chain management of steel

How to reach quality and competition objectives demanded by customers while outsourcing part of one's industrial organisation? Sidenor, the Spanish steel works, experienced just this with Norbert Dentressangle. And the experience was so positive that the steel works is envisaging

further development of this outsourcing. In 2000, Sidenor shut down its plant in Vitoria and, at the same time doubled production capacity at its Bilbao plant. It also has to feed the two rolling mills in Vitoria and Bilbao on a lean and continuous supply chain basis, in other words

