

THE FOOD INDUSTRY

An appetite for logistics



What's the common link between transporting sugar, food products in multi-temperature refrigerated trucks and the evolution of an animal food supply chain? The need for specific expertise in the food sector. Nestlé, Coca Cola and Leclerc work up a logistics appetite.

Nestlé Purina Pet Care is the “animal food” branch of Nestlé France. It supplies two distinct markets: large and medium stores, and specialists, including dedicated shops, vets and livestock farmers. In 1998, Nestlé Purina, decided to overhaul its logistics chain to increase its performance. Following on from an invitation to tenders, Norbert Dentressangle became their partner. “The first step consisted in stabilising the different activities, to then be able to optimise warehousing”, explains Pierre

Formanek, Logistics Director with Nestlé Purina France. This task has been achieved thanks to computer tools which enable the management of physical traffic on two sites covering 13,000 sq.m and 6,000 sq.m. The buyout of Purina, in 2002, and the implementation of a new product range doubling Nestlé’s portfolio required the supply chain to evolve, which Norbert Dentressangle played a role in. Today, the group manages 350,000 gross tonnes in customer deliveries.

“The experience and very substantial knowledge of Norbert Dentressangle strengthened our partnership. We would

like to develop it further in the future, in fact”, emphasises Pierre Formanek. In 2005, different projects are being set up, such as heightening traceability and global interface solutions.

The excellence of Coca Cola

Is there any need to introduce this company with its world-recognised brand? Coca Cola, because that’s who we’re talking about, has never experienced stock rupture, neither in the production nor distribution of its drinks. To achieve this, a rigorous structure is required to supply the plants with sugar, transfer production between sites, and from the plants to the logistics platform. “The company involved in Coca Cola’s industrial flows needs expertise and competencies in this field,” advises Ludovic Simonnot, logistics director with Coca Cola. That’s the case with the Norbert Dentressangle Group, which has been working with the famous drink producer since 1997 and which exclusively designed a tool capable of accurately forecasting plants’ provisions for a month, week, or day. “A partnership like this has to evolve at all times, to bring us to a level of excellence. Today, we have managed to do this with our partner, and that’s the result of a very strong alliance between our two companies. We hope to reinforce this even further,” states Ludovic Simonnot.

Leclerc: fresh products!

Scapalsace, the eastern France purchasing centre for E.Leclerc – number one in supermarket distribution in France – has a daily challenge to meet: supplying the 33 E.Leclerc Centres in the region with fresh products, twice a day. On time, of course, but above all in the best conditions to guarantee freshness. This involves devising a solution in answer to highly ambitious specifications: delivery of food products twice a day. In the morning, dairy products, charcuterie, poultry, delicatessen and eggs; in the afternoon, fruit, vegetables, pre-packed cakes and ultra-fresh products (yoghurts, for example). This all corresponds to over 80,000 tonnes a year. In addition to a different delivery schedule every day, the challenge is also to transport, in the same trucks, the maximum amount of products at different temperatures. Hence the investment in equipment perfectly suited to the need, in other words refrigerated multi-temperature trailers. “We chose Norbert Dentressangle because of the

relevance of its solution and the perfect timing of the operation. It turned out to be the only company able to handle such a large volume and able to be responsive in terms of schedules and delivery. We have a partner who is well-structured, and who has implemented the necessary resources. Lastly, the company already had experience in transporting dry food products for another E. Leclerc purchasing centre”, says Joël Thorel, deputy director of Scapalsace. Improvements are now planned to optimise this specific solution.



Coca Cola

- 17 trailers to transport powder products;
- Norbert Dentressangle operates in 3 Coca Cola plants in France: two in the Paris region and one in the Bouches-du-Rhône;
- containers loaded onto trains to supply sugar to the north and south of France; almost continuous flow of trucks, with 3 x 8-hour shifts, 6 days a week.

Nestlé

- Nestlé Purina France accounted for over 10% of Nestlé France’s global turnover in 2003; 450,000 tonnes delivered to customers each year.

Leclerc

- 33 Leclerc Centres delivered daily;
- 2 daily deliveries; 80,000 tonnes annually.

