

# Intersnack France

## Empty stomachs require a major transport organisation

*Born from the merger between Vico and Lorenz Bahlsen Snackworld, Intersnack France's sweet and savoury products give pleasure to children and adults at all times of the day: crisps, croutons, purée, peanuts, dried fruit... Intersnack has chosen the Norbert Dentressangle Group and its Key-PL® solution to simplify, secure and improve the performance of the transport of its range of products in France.*

*"Whereas, before, we were sharing the delivery of our products between a number of service providers, we decided in October 2007 to pull everything together with one partner, Norbert Dentressangle, and give the company the task of transporting all our products", explained Robert Torck, Chairman of Intersnack France. The tailor-made Key-PL® service meets the organisation's requirements concerning rationalisation and commitment to completing transport missions. A single organisation unit coordinates all the flows and carriers according to volumes and delivery points. The system is completely open and Intersnack can control the choice of carrier, the cost of the transport and the delivery status. Intersnack is also guaranteed transport completion, as Norbert Dentressangle is committed to making up for any failure on the part of a carrier through back-up solutions provided by its own fleet.*

### **A solution complimentary to SSM**

To meet the requirements of the Supermarkets and Hypermarkets, Intersnack has set up a Shared Supply Management system (SSM), which organises the grouping of flows and optimised loads so that goods are delivered to retail outlets in full lorries. *"The Key-PL® solution is totally complimentary to the organisation chosen by Intersnack, explained Jérôme Burtin, Transport Sales Director for the Norbert Dentressangle Group. "It offers the reactivity and flexibility required for organising complex transport. It ensures that goods are transported to meet the delivery requirements of Supermarkets and Hypermarkets. And it fits in perfectly with Intersnack's budget control strategy."*



### **Openness and optimisation**

The Key-PL® solution was constructed with Intersnack; it is upgradeable and can be easily adapted to new expectations in order to maximise performance. *"The philosophy, which is shared by Intersnack and Norbert Dentressangle, can be explained in a word: optimisation", said Robert Torck. "Together, we're trying to find the best form of organisation for the carrier, the manufacturer and the distributor."* This is also made possible by the close collaboration between Intersnack and its partner. *"Setting up this type of project means that people have to sit round a table and be very open with each other," concluded Mr. Torck. "It's a win-win situation for all concerned."*

## Towards a responsible approach

*Intersnack France and the Norbert Dentressangle Group share the same concern for sustainable development and the environment, at the heart of their activities: "By introducing a single transport service provider, we have reduced the number of lorries and the volume of CO<sub>2</sub> discharged into the air", commented Robert Torck. "This macro-economic and environmental aspect is vital and there has been increasing pressure to move in this direction since the "Grenelle de l'Environnement" (Environment Agreement).*

