

ZARA



“ Norbert Dentressangle adapts very well to our requirements and we work together in an integrated way. This integration makes it possible to reduce transport time, keep product handling to a minimum and ensure that each and every customer enjoys the best possible retail experience in our stores. ”

Stefano Sutter
Managing Director, Inditex UK

INDITEX IS ONE OF THE LARGEST FASHION DISTRIBUTORS IN THE WORLD, WITH EIGHT SALES FORMATS AND OVER 4,000 STORES IN 73 COUNTRIES.

Making sure that quality designs and innovative fashions are always available to its customers means ensuring the Inditex supply chain is fast, flexible and responsive.

That's why Inditex works with the Norbert Dentressangle Group for over 2,000 stores in Spain, France and Great Britain. In Britain, Norbert Dentressangle Transport's overnight retail operation serves over 70 Inditex stores including Zara, Zara Home, Massimo Dutti, Bershka.

OUR PERFORMANCE:

Textile logistics expert

ZARA



THE CHALLENGE:

The supply chain is key to the Inditex retail operation, but the company is keen to ensure it integrates well with the rest of its retail operation.

- Stock should arrive and be processed when the store is closed - not during store opening hours.
- When the store is open, staff should be helping customers and selling - not having to handle deliveries.

OUR SOLUTION:

- Norbert Dentressangle consolidates product at a centre in Spain; delivered into a Norbert crossdock centre in Rochester and broken down onto pallets by region.
- Night trunking operation delivers from midnight onwards to regional crossdock facilities.
- Product broken down into pallets by store and delivered to Inditex stores across the country before eight o'clock in the morning – either by dedicated vehicles or Norbert's shared user fleet.
- Norbert staff follow set and agreed procedures for store opening and alarm deactivation in either high street or shopping mall locations.

THE BENEFITS:

- Product always in store and available for customers.
- Store staff can replenish and stock with the minimum of effort.
- The store is clear for opening hours, with staff focused on customer service and sales.
- Overnight deliveries minimise delays and avoid traffic congestion.



Bringing people closer to their dreams