

RETAIL LOGISTICS



THE JOY OF COOKIES

Logistics for Griesson – de Beukelaer

Customer profile

Griesson – de Beukelaer is one of the leading manufacturers of cookies and pastry products in Europe and numbered among the Top 100 suppliers in the German food trade in 2010. The product range encompasses well-known brands like Prinzen Rolle, LEICHT&CROSS, Tekrum, Café Musica and TUC. Production takes place at five German locations, each linked with a logistics enterprise.

Assignment

BLG Handelslogistik was contracted to take over the operational logistics processes and carry through consolidation of the developed IT structures at the five production warehouses and the Europe central warehouse. The objective was to redesign the IT platform for all locations with greater supply chain alignment. This project was motivated by the wish to optimize stocks, make more efficient



and flexible use of storage and transport capacity as well as to reduce truck kilometres. All procedures are planned and coordinated via a central superordinate control station.

Logistics service

BLG Handelslogistik has been managing the complete logistics for the pastry manufacturer as well as operating the central European warehouse in Koblenz and the plant warehouses at the Polch, Kahla, Wurzen, Kempen and Ravensburg locations since autumn 2008. Taking over responsibility for these services involved personnel-related business transfers in accordance with Section 613a of the German Civil Code (BGB).

In the course of redesigning the IT platform, BLG Handelslogistik drew up the performance specification and incorporated the client with all the latter's requirements and demands into the process during performance specification talks, development and implementation. The customized IT solution was introduced at all six locations during ongoing operation. The SCE software solution developed with In-conso forms the link between the ERP and warehouse management system. Incoming orders via SAP are planned logistically using SCE. The system controls from which location the items come, allocates orders to several warehouses if necessary and plans the delivery runs. In this way the new central control station controls the flow of goods at all locations. Freight forwarder Uhlhorn is connected to the control station as the carrier. Furthermore, inquiries from Griesson – de Beukelaer customers, service providers and suppliers are received in the Customer Service Department and are processed in line with company targets without the latter having to deal with the various interests. Thanks to the implemented IT solution, BLG is the central contact for customers in connection with all logistic concerns. Moreover, BLG handles service provider management abroad for Griesson – de Beukelaer.

All logistics processes are temperature-controlled and certified according to the International Food Standard (IFS).

The range of services includes storage, order picking, distribution and value added services like making and stocking extraordinary presentations. We produce over two million displays a year for Griesson – de Beukelaer. The active stock list encompasses more than 500 different displays in the following categories: floor stands, shelf cartons, ¼ CHEP displays and half pallets. When new displays are developed, BLG Handelslogistik actively supports its clients in assessing the transportability of the new models and thus makes a contribution to packaging management. In addition, the newly implemented IT system makes the inventory ranges perceptible so BLG Handelslogistik can control production of the displays on its own.



Summary

Within a tight schedule a complexly new IT platform was developed and implemented at six locations. Operation of the logistics facilities ran parallel and trouble-free. The newly created solution makes it possible to plan customer orders better, monitor capacities on the ramp and in the warehouse along with best-by data, put together delivery runs for all locations and enhance supplier reliability.

CONTACT DETAILS

Enrico Freitag

Director Sales & IT

Phone: +49 (0)421 398 3329

E-Mail: efreitag@blg.de

Michael Wichmann

Director Operations South

Phone: +49 (0)421 398 5444

E-Mail: mwichmann@blg.de

www.blg-logistics.com

