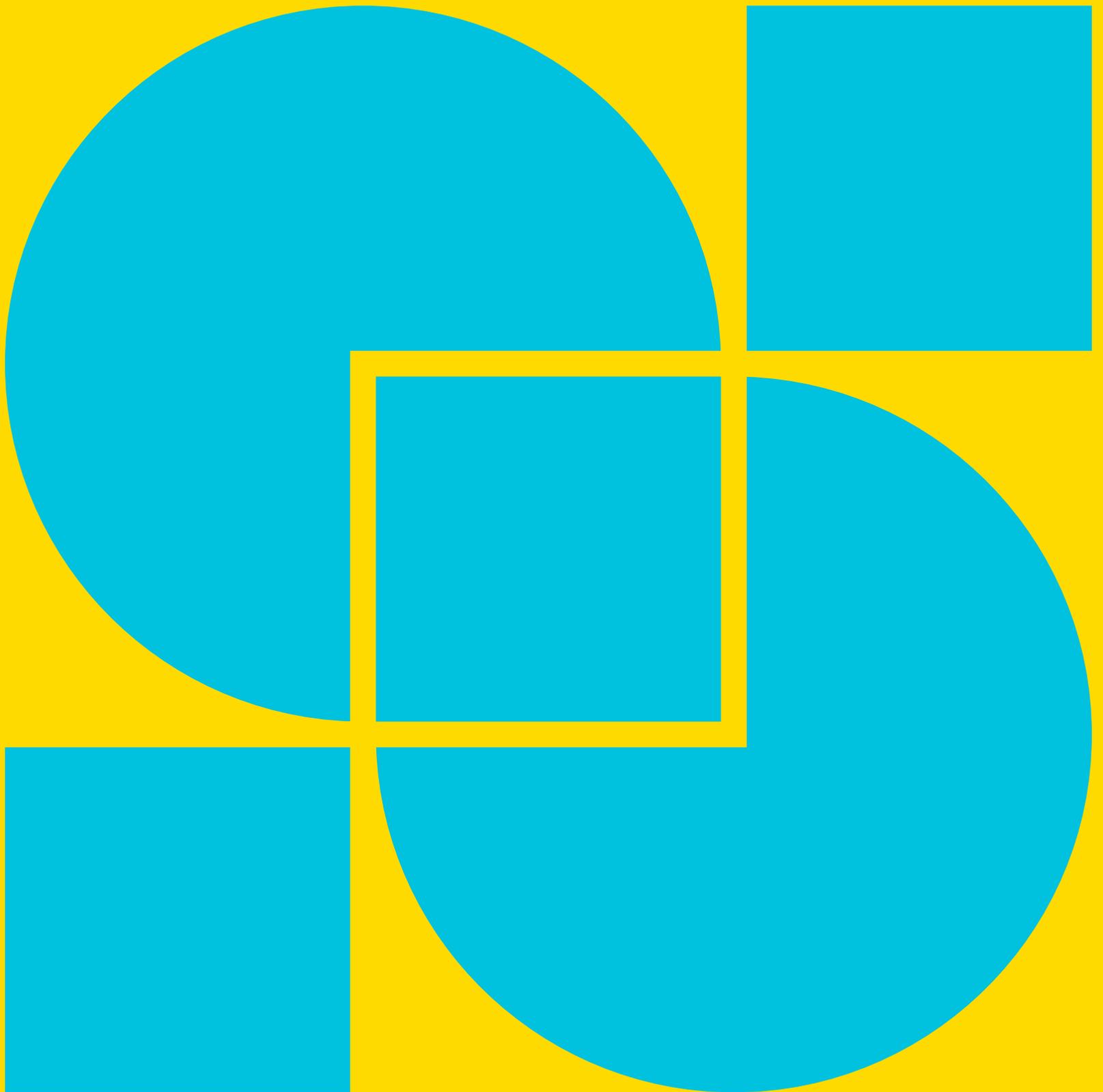


# Value Chain Analysis

**CHEP**  
A Brambles Company



## Recovering money you didn't know was lost.

## This is the Supply Change.™

### The opportunity:

You can't really improve your operations until you can see them—until you can get a truly complete and holistic view. A view that spans silos, departments, facilities and regions. Value Chain Analysis gives you that view. It yields a comprehensive view of goods, platforms and information—everything that moves in, out and through every segment of your network. It lets you see—really see—what's going on.

Over time, it's likely that you've developed standard procedures for the different functions and processes of your supply chain. But behaviours and conditions may change within some processes, and operators may have deviated from standard operating procedures.

By giving you a complete view—a detailed physical map of every aspect, large and small, of your entire operation as it currently stands—we can help you find new ways to improve efficiencies, simplify processes, eliminate waste and create a better consumer experience.

**Global Good:** A Value Chain Analysis can help you eliminate inefficiencies and waste that are harmful to the health of our planet. Our solutions can help you both measure and gain value from best-in-class sustainability practices. It's all part of CHEP's Better Planet initiative, as we work to reduce the impact of the supply chain on the environment.

### What we do:

You may suspect that your supply chain has some inefficiencies, but where exactly are they?

We can help you find them and fix them by collaborating with you to conduct a Value Chain Analysis. It's an easy-to-understand graphical depiction of your entire supply chain that identifies all product, platform and data flows. It includes movements to and from your suppliers, distribution centre to distribution centre, DC to store, in-store movements, as well as movements to reverse logistics centres and to waste disposal and recycling facilities.

Working with you in collaborative sessions, we'll create a Supply Chain Map through extensive on-site investigation of your supply chain environment. We'll provide you with thorough documentation of all aspects of the current state of your supply chain processes.

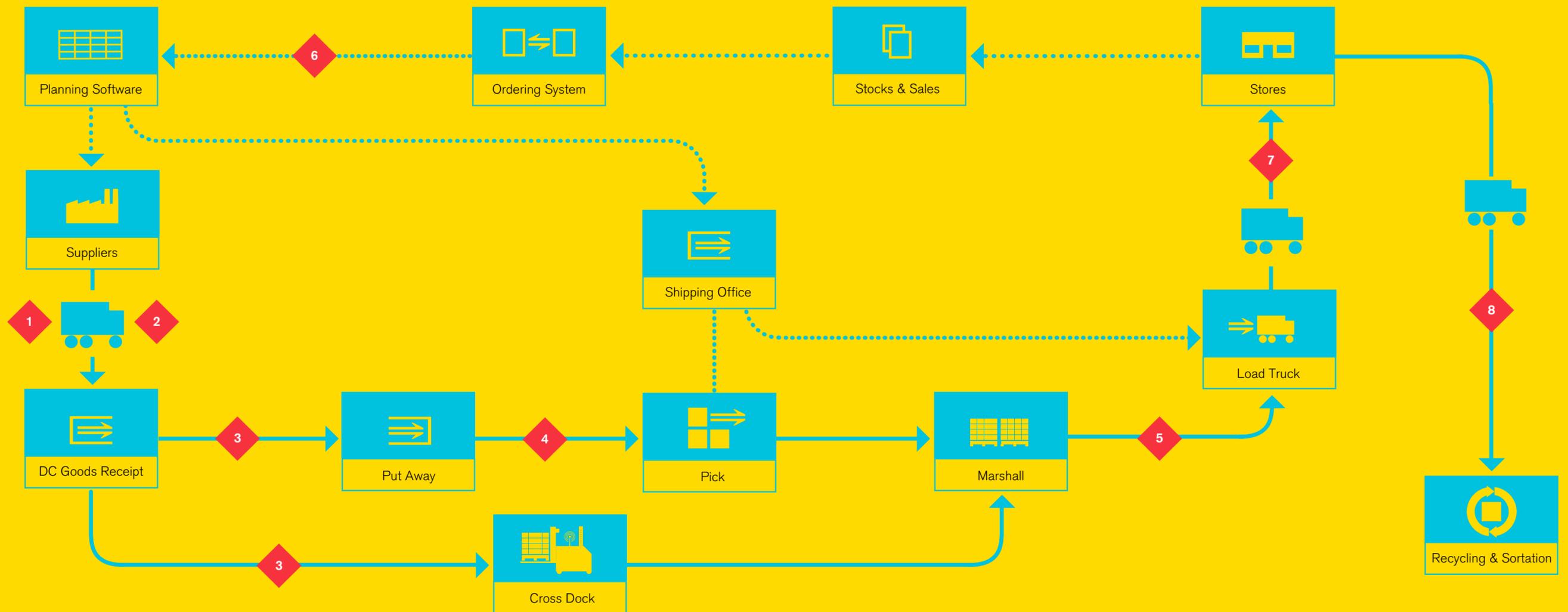
With your Value Chain Analysis, we'll help you benchmark your various facilities' performance against one another. We can work with you to identify best practices as well as the root causes behind network inefficiencies and waste. And we can help you uncover new ways to improve efficiencies and operating margins.

A Value Chain Analysis initiative can bring clarity to your entire supply chain network or to your supply chain within a local facility or region.

We've been inside manufacturing and retail facilities around the world. Our experts have seen so many processes that they can quickly identify ways to improve how your supply chain operates. They'll help you both fix problems and apply best-in-class techniques or processes that can help you avoid problems in the future.



We look at your supply chain from end to end to identify opportunities.



**1. Lean Optimisation:**  
Using lean methodologies, find improvements from packaging reduction, unit load optimisation and process optimisation.

**2. Supplier Transport Optimisation:**  
Assess value of consolidation of supplier deliveries, synchronisation and collaboration.

**3. Platform Mix Optimisation:**  
Improve platform selection to facilitate handling and improve load fill.

**4. Automation Systems:**  
Identify automation bottlenecks and critical unit load quality constraints.

**5. Transport Efficiency:**  
Increase product per trailer load. Decrease load time. Optimise outbound transport and improve scheduling.

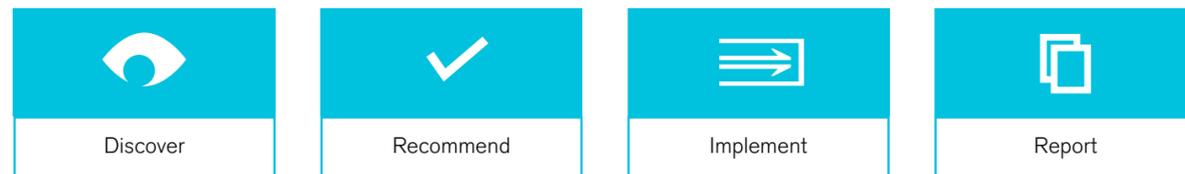
**6. Forecast Efficiency:**  
Lean approach to ordering to reduce stock, improve on-shelf availability and foster efficient delivery.

**7. Store Solutions:**  
Assess impact of different consumer-facing platforms on fulfillment, merchandising and replenishment.

**8. Optimal Reverse Logistics:**  
Identify best solutions to recover loose platforms at lowest impact and reduce waste generation.

### How we'll work together:

CHEP's process experts have been inside more warehouses, stores and reverse logistics centres than anyone else. Together, we'll review your current operations. Here's how it works:



We'll gather data and create supply chain maps to identify opportunities for efficiencies in your supply chain.

We'll develop a range of potential solutions that meet your objectives and optimise your supply chain.

Our dedicated project management teams will jointly implement and monitor your selected solutions.

We'll conduct regular reviews using your data and ours to further optimise your supply chain.

### How you'll benefit:

Through the years, we've helped our customers achieve the following:

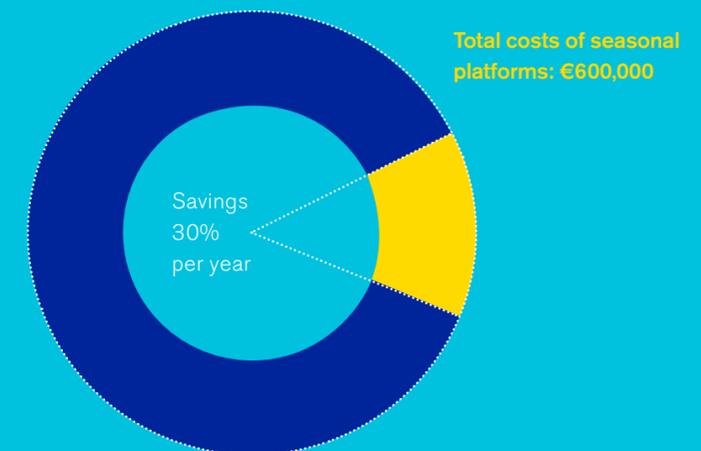
- + Quick wins—things that can be improved immediately
- + Transportation efficiencies, including collaborative transport
- + Simplification of processes by identifying standardised platforms and industry best practice
- + Innovation, including the exploration of new methods, resources or platforms to improve your process
- + Environmental sustainability improvements resulting from increased efficiencies and reduced waste
- + Unit load optimisation through software analysis and lab testing

### Only CHEP:

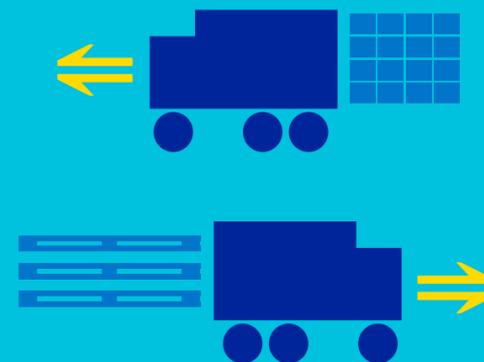
Our Value Chain Analysis toolkit and processes were developed based on our experiences around the world. We have amassed vast knowledge of the flow of data, goods and shipping platforms within supply chains. We will bring clarity to more aspects that impact the most effective and efficient movement of goods. We look forward to working with you.

## Real world ROI from Value Chain Analysis.

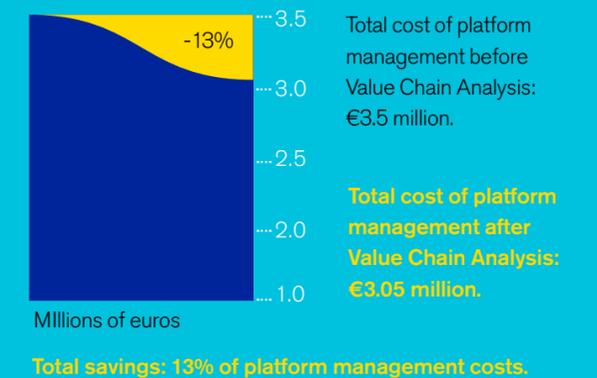
We helped a leading multinational retailer save €190,000 annually by implementing a share and reuse platform model for order picking in a DC.



We showed a large multinational retailer how it could save €200,000 through transport synergies in reverse logistics.



We found €150,000 in savings annually for a customer through "quick wins". Ongoing consultations found another €300,000 in potential savings through an innovative purchasing service, which also ensured sustainable timber sourcing for pallets.



**This is the  
Supply Change.**

**Together we can  
make it happen.™**

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Value Chain Analysis.  
Just 1 of **XX** Retail Solutions  
from CHEP.

If you're looking to improve  
your supply chain, let's talk.

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