

A tailor-made solution to a unique logistical challenge



The Business

H&J Brügger KB is a leading European producer of cereals and other food products. Its distribution centre in Thiers, central France delivers to a range of businesses in the booming food industry, including well-known grocery retailers.

The Challenge

In late 2008, Brügger found that the hillside setting of its new Thiers operation posed problems in winter: in bad weather, trucks delivering pallets found access difficult. So it needed a cost-efficient solution to this major logistical challenge.

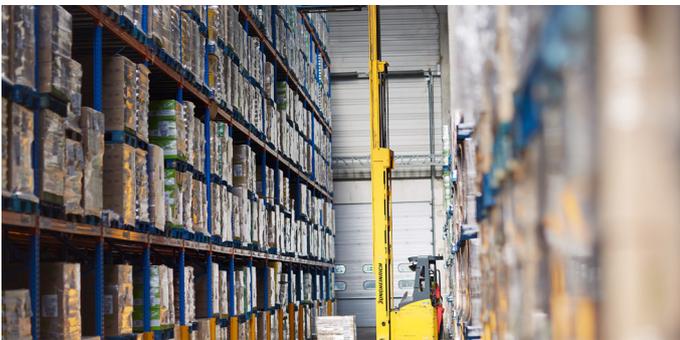
The Answer

CHEP designed a customised solution for Brügger, setting up a pallet centre just 50 metres from the Brügger plant. This provides more storage space for more pallets, and makes sure the right number of pallets is always available for every delivery, whatever the weather.



Five benefits of the CHEP solution

1. Increased efficiency: CHEP's managed pooling service helps Brügger France transport its products efficiently and securely, across the whole supply chain
2. Greener solutions: CHEP's pallet management programmes cut down on trucks carrying empty pallets
3. Logistical advantages: Brügger benefits from CHEP's experience in implementing similar systems worldwide
4. Reliability of supply: an on-site pallet centre means pallets are always available in the right quantity
5. Lower product-handling costs: CHEP's pallet management programmes mean fewer pallets are lost



“The TPM programme is very beneficial... we have gained more flexibility and optimised transport costs”

Stéphane Guilbert, Logistics Director, Brügger France

A customised solution with green credentials

When Brügger set up its Thiers operation in 2008, it worked closely with CHEP to identify current and future logistics needs. The solution CHEP proposed – a “total pallet management” system (TPM) on site – was tailor-made.

Having an on-site pallet centre brings many advantages. Its proximity to Brügger's distribution centre, plus the amount of storage space, makes sure pallets are always available. It reduces pallet losses, so product-handling costs are lower, and because pallet inspection and sorting is carried out on site, only damaged pallets are returned to CHEP. As well this, the TPM programme cuts down on collection costs, and lowers a company's overall environmental impact by greatly reducing the number of trucks on the road carrying empty pallets.

Helping distributors respond to client demands

Brügger prides itself on the flexibility of its operations, which allow it to respond quickly to changing market trends and ensure the just-in-time (JIT) deliveries its clients prefer. CHEP's TPM programme enabled Brügger to improve its standards and service despite the site-specific challenges of Thiers. “The Total Pallet Management programme is very

beneficial to us,” says Stéphane Guilbert, Logistics Director at Brügger France. “By having a CHEP pallet classification and repair centre operating next to our logistics facility, we have gained more flexibility and optimised transport costs, as well as improved quality and efficiency in our operations.”

Beyond pallets: how TPM works with pooled equipment

For customers who use pooled containers and other reusable CHEP equipment, CHEP offers an expanded management programme it calls total equipment management (TEM). Like TPM, this is designed to generate supply-chain efficiencies and environmental benefits.

To date, CHEP has established more than 150 TEM sites across the world, processing more than 100 million pallets and containers each year.

Let's talk. Our dedicated Customer Service team will be glad to provide further information about CHEP's managed pooling services. Alternatively, you can contact a local representative through www.chep.com/chep_in_your_language/