The Business

Heineken España is a subsidiary of Heineken, Europe's largest beer producer. It employs 1,600 staff at four plants including one of the most advanced breweries in Europe – a 450,000m² facility in Seville. With annual volumes in excess of a billion litres, it is the top brewer on the Iberian Peninsula.

The Challenge

Beer consumption in Spain has remained flat since the global economic crisis of 2008, so Heineken has been looking for ways to cut costs while improving operational efficiency, environmental sustainability and customer service.

The Answer

Heineken España switched from white-wood pallets to CHEP's managed pooling service in 2013. As a result, it was able to cut costs, improve operational efficiency and minimise production disruptions – all while improving sustainability.

Five benefits of the CHEP solution

1. Increased efficiency: sharing pallets across its supply chain has enabled Heineken to reduce its costs while improving relationships with customers and carriers

2. Reliability of supply: pallets are always available in the right quantity and location, even when demand peaks

3. Reduced product damage and pallet failures, thanks to CHEP's quality assurance and pallet reconditioning

4. Greener solutions: CHEP pallets use sustainable timber and reduce the need for protective packaging

5. More capital for Heineken to invest in its business – now it can rent pallets rather than having to buy them
A Brambles Company

"It also generates substantial savings in transportation, as it eliminates the need for us to recover empty pallets from distributors." Mr Alonso Plasencia adds that CHEP has helped Heineken España to "increase collaboration with all parties across the supply chain," cutting costs while improving levels of service. "The delivery system works perfectly," he says. "CHEP is very flexible and can deliver enough pallets to meet even unplanned surges in demand."

Why moving away from white is a sustainable solution

Heineken España’s commitment to sustainability is another reason the company favours CHEP, according to Mr Román León. "It also generates substantial savings in transportation, as it eliminates the need for us to recover empty pallets from distributors." Mr Alonso Plasencia adds that CHEP has helped Heineken España to "increase collaboration with all parties across the supply chain," cutting costs while improving levels of service. "The delivery system works perfectly," he says. "CHEP is very flexible and can deliver enough pallets to meet even unplanned surges in demand."

Quality-assured equipment brings many benefits

At Heineken, pallet quality and strength are essential to guarantee efficiency and safety throughout the brewer’s operations. "We are confident that CHEP pallets meet our needs in this regard, helping prevent accidents and reduce product damage," says Pedro Alonso Plasencia, Heineken España’s Manager of Procurement. "The CHEP pallet is considerably better than reusable or single-use white pallets. It ensures there are no disruptions caused by poor pallet quality."

Working with CHEP also "minimises the ‘hidden costs’ related to the recovery, inspection, and repair of pallets," says Patricio Román León, Manager, Packaging and Logistics – a reference to the enormously variable quality of white-wood pallets.

Cutting costs through operational efficiency

Heineken España has worked closely with CHEP to make its logistics processes more efficient. This has enabled it to cut costs across its supply chain while improving performance. "Working with CHEP eliminates the tedious administrative tasks associated with the white pallet exchange system," says Mr Román León. "It also generates substantial savings in transportation, as it eliminates the need for us to recover empty pallets from distributors." Mr Alonso Plasencia adds that CHEP has helped Heineken España to "increase collaboration with all parties across the supply chain," cutting costs while improving levels of service. "The delivery system works perfectly," he says. "CHEP is very flexible and can deliver enough pallets to meet even unplanned surges in demand."

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/