

# DARIFAIR® FOODS: CONTAINER MANAGEMENT CASE STUDY

## ABOUT DARIFAIR:

- Chartered as America's 1st National Dairy Supplier
- On cutting edge of dairy industry for over 25 years
- Family owned and operated
- Supplies restaurants, wholesalers and processors
- Develops a range of culinary products from compound butters to cream alternatives
- Experienced culinary staff
- State-of-the-art 3,000 foot test kitchen



*"For more than 8 years, CHEP has provided our customers with a sustainable, cost-effective liquid bulk packaging solution.*

*The CHEP team is always extremely responsive, flexible and consistently exceeds all quality assurance and quality control standards set forth by our food and beverage customers."*

**Rob Welling,**  
Darifair  
Vice President of  
Supply Chain

## ■ Challenge:

Darifair ships dairy blends and culinary products in Intermediate Bulk Containers (IBCs) to processors servicing national restaurant chains, retail outlets and food service distributors. When their previous IBC provider left the US market, Darifair needed a new long-term, reusable container provider. The company was looking for a solution that did not require them to purchase assets or become experts in container management. A few of Darifair's specific project requirements included:

- **Partnering with a provider experienced in pooling reusable containers**
- **Avoiding the use of capital on a non-core business function**
- **Avoiding container fleet management**
- **Ability to easily scale and adapt to new customers or changing product lines/volumes**
- **Hygiene quality control**
- **Ability to remain cost competitive**

## ■ Bottom Line:

Working with a fully outsourced shipping container management solution provider was key for Darifair. Engaging a partner that would handle the container rental, transportation, cleaning, repair, and tracking services, while ensuring clean, quality containers on a scalable level was key to allowing the company to focus on its core business and drive growth.

## ■ Solution:

Darifair contacted CHEP to provide its Pay-Per-Use Trip Rental container management solution.

As part of the all-inclusive Trip fee, CHEP provides:

- **Reusable container rental**
- **Shipping to the filler**
- **Pickup from the end user**
- **Cleaning**
- **Repair**
- **Dedicated Customer Service Representative**
- **Tracking via CHEP-TRAC**
  - 24/7 fleet visibility from any Internet-accessible computer

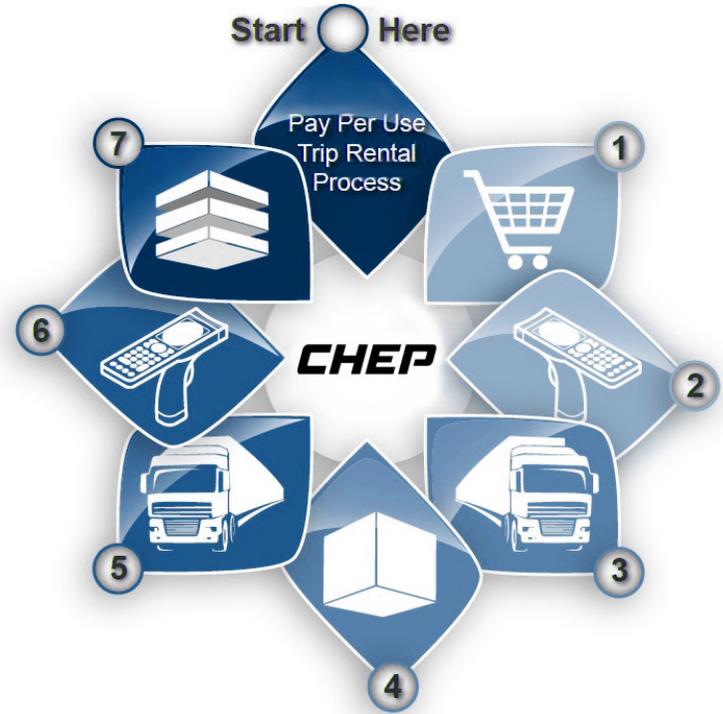
**Demonstrated dedication to ensuring superior customer satisfaction, hygiene and technology innovation:**

*“For each and every unique IBC request we’ve made, no matter where the geographic challenge, CHEP has worked out a solution. Darifair has been extremely pleased with the responsiveness of CHEP customer service and technical field representatives. Additionally, CHEP has responded very well to working with Darifair in developing new technology to help manage our business.”*

**Rob Welling, Darifair Vice President of Supply Chain**

**BENEFITS TO PARTNERING WITH CHEP:**

- Worry-free outsourced IBC management for stronger core-business focus
- Hygienic containers/facilities (no wood, dust, splinters or cross-contamination)
- Traceability
- Quality assurance/control
- Simple pricing model - One all-inclusive Trip fee
- Environmentally friendly
- Ease of use & reliability
- Superior customer service
- Scalability - Easily adapt to customer volumes
- No storage issues at facilities – IBCs delivered on-demand
- Simplified supply chain dynamics involving packaging and asset recovery
- Reduced waste at end user



**TYPICAL TRIP SOLUTION CYCLE**

1. Customer order received into CHEP-TRAC
2. Empty bins are scanned to the Customer
3. CHEP delivers totes based on the Customer order
4. Customer fills containers
5. Customer scans and ships product to their end user
6. End user empties totes, stores the agreed volume of totes, then CHEP picks them up and returns the containers to the appropriate service center where they are scanned back into inventory, cleaned and inspected
7. Totes are stored until the Customer places the next order

**Summary:**

**CHEP provides Darifair with a cost-effective, hygienic, traceable and sustainable solution that empowers the industry leader towards greater profits and success.**

The measurable impact of utilizing CHEP’ shipping container management services has led Darifair to cost savings, labor savings and increased productivity. With one less worry knowing their containers will be at the right place at the right time, the Darifair team can focus on their core business and remain on the cutting edge in the dairy industry.