

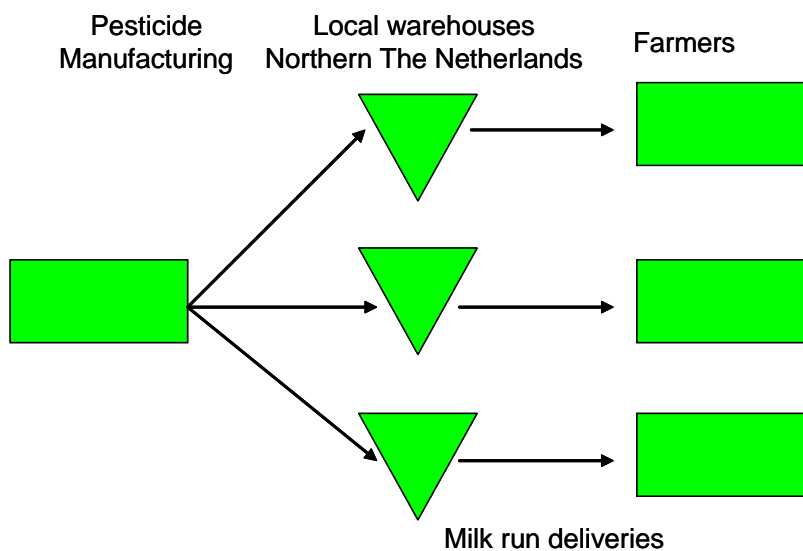
Agricultural pesticides delivered on farmers' doorsteps



The customer

In 2005, Van den Anker has developed a new concept for the delivery of agricultural pesticides to farmers' doorsteps. This has been done together with the largest agricultural cooperative association in the Northern part of the Netherlands with an annual turnover of 900 million euros.

In the past the distribution of agricultural pesticides to the more than 1,500 farmers took place on a local-for-local basis. Each region had its own warehouse and delivery trucks supplying farmers in milk runs. The result was an inefficient distribution system which not only led to high cost and poor product availability, but also to compliance issues with the legislation & restrictions that are becoming tighter every year on the distribution of pesticides.



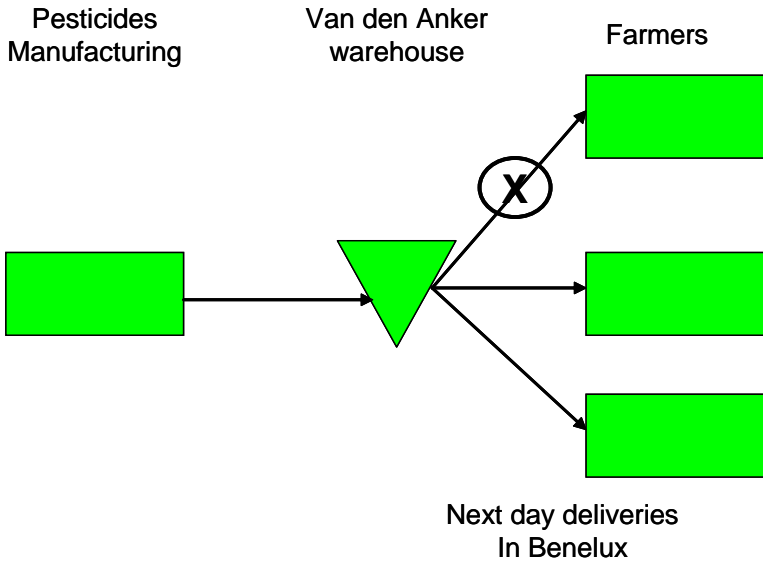
Our customer had a strategic vision to restructure its distribution network. By closing the small local warehouses and the transfer of inventories to Van den Anker's centrally located Son warehouse, a significant inventory reduction has been accomplished. On top of that, product availability dramatically increased as a result of this centralization.

The overall warehousing cost have also benefitted from this change in set up as warehousing and administration related cost can now be shared with other users of Van den Anker's facilities. This has led to a 15% overall cost reduction.

Van den Anker's solution

Van den Anker delivers all orders to farmers on a next day basis. Also in the rural areas of the northern regions of The Netherlands where daily deliveries are a challenge to many logistic service providers. All orders that are received on day A will be delivered on day B. In order to optimize transportation, Van den Anker has its own cross dock facility located in Meppel to optimize both vehicle utilization as well as delivery speed.

This way the new solution benefits not only our customer and their customers (the farmers) but also the environment as transportation moves are significantly reduced and thus carbon emissions have been lowered as well.

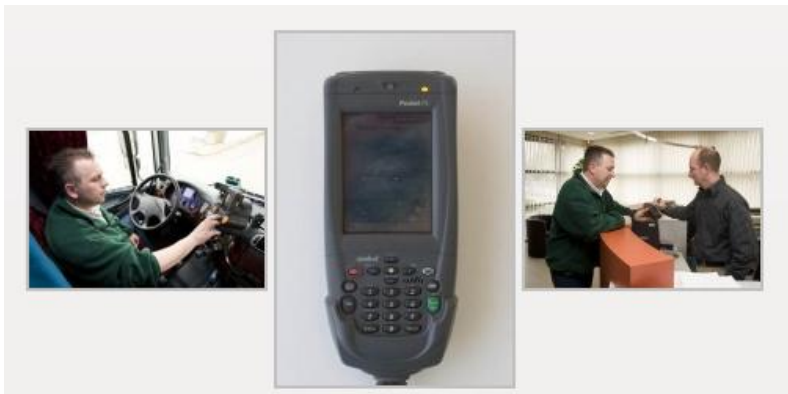


Through Van den Anker's state of the art IT systems real time tracking & tracing of shipments are possible from the moment the order hits Van den Anker's order management system until the moment the order is delivered by Van den Anker's own trucks at the farmers door step.

Additional value added by Van den Anker

In order to comply with dangerous goods requirements Van den Anker's own specialists have joined our clients' experts in the development of new packaging materials. The newly designed packaging is compliant with all dangerous goods legislations in Europe and now also uses smart labeling technologies available from Van den Anker's suite of services.

Van den Anker's state of the art system is based on Infor's ERP solution and is complemented with niche software for specific purposes. In order to inform farmers on the expected delivery time (ETA), the Transport Management System (TMS) is linked with a solution from Tensing. Once route planning is completed, the route is send to the driver who receives the information on his PDA. Not only does the PDA offer real time shipment scanning but it also functions as a GPS tracker. At the request of a farmer an email contains an URL link which is send as soon as a new route is generated. This link states the ETA of the shipment and it offers the opportunity to the receiver to track the actual position of the truck and the Planned Time of Arrival.



During the first year picking performance already reached a 99.5% accuracy level. Because Van den Anker's professional staff saw room for further improvements a joint effort with the customer increased the picking performance accuracy even to 99.9%

The advantages

Because of the new distribution concept, our customer is capable of improved performance towards their own customers. Next to that there is a new competitive advantage for our customer as they are now capable of serving customers as far as Belgium and the German Ruhr area. On top of all, by outsourcing the supply chain to an experienced and well trained partner our customer is capable of focusing on its primary mission sales of pesticides and consulting on the use of pesticides.

The improved solution offers our client:

- Reduction in supply chain cost of 15%.
- Improved environmental compliance.
- A reliable supply chain solution.

Are you using your supply chain as a competitive edge?

Please contact Van den Anker <<direct link>> or call +31 499 49 11 49.