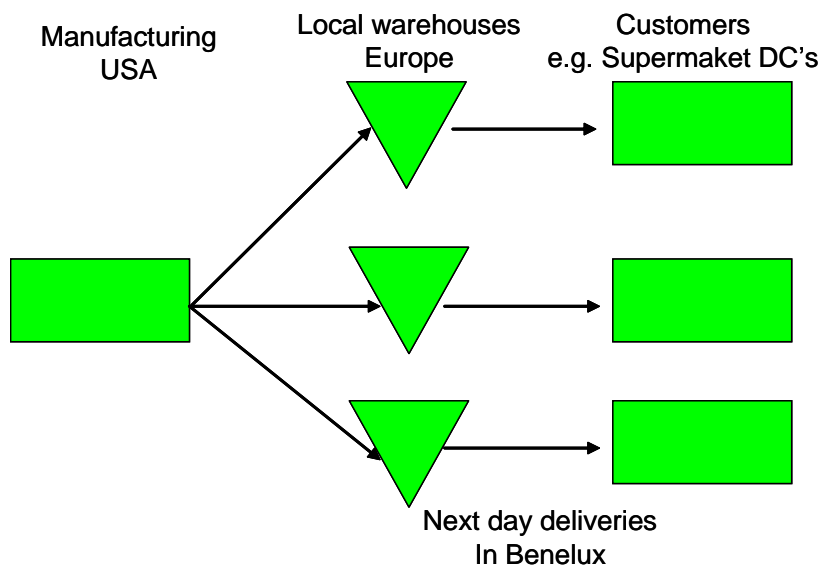


Personal care & cosmetics distribution to retail markets



The customer

A well respected US origin brand in the personal care business with \$200 million turn over, started the optimization of its European supply chain structure several years ago. In the past products were brought in from the US, where they are manufactured, to each individual country in the European marketplace. Countries received their products in full container loads from the US. From local platforms the products were then distributed to the end customers.



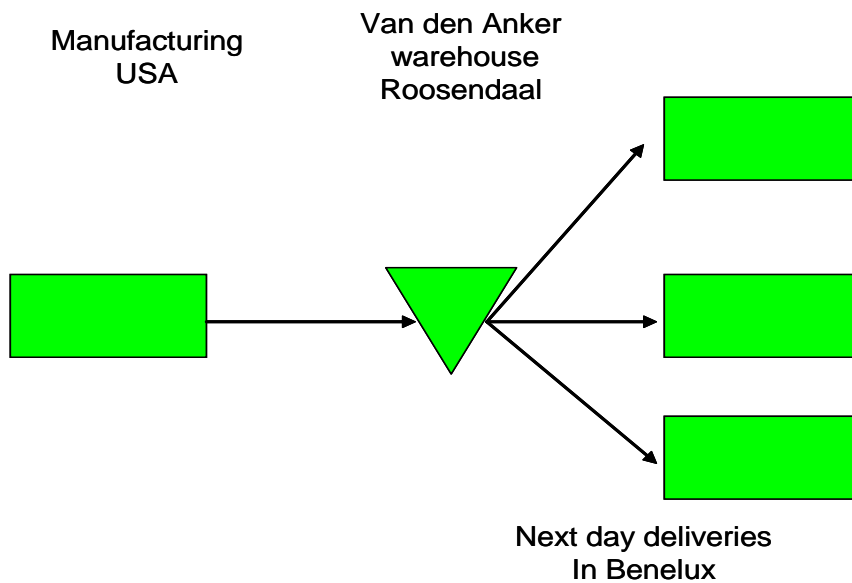
This local set up led to overlap in inventories and to significant container transportation cost. In order to improve both availability, order lead time, inventory levels and transportation cost, Van den Anker was asked to develop a more centralized solution.

Van den Anker's solution

Van den Anker's Roosendaal facility (situated on the Dutch/ Belgian border) is fully equipped to deal with cosmetic products and appeared to be an ideal location for a central European Distribution Centre (EDC). In close proximity to both Rotterdam (Netherlands) and Antwerp (Belgium) seaports, Roosendaal is located at the heart of the European consumer market.



As a result of the centralization of inventories in the EDC, inventory cost went significantly down whilst at the same time product availability increased with 10%. Also, due to the centralization of inventories savings were achieved of 10% in the transportation cost from the US to Europe.



Additional value added by Van den Anker

In a further optimization effort Van den Anker now acts as the customers fiscal representative in the Netherlands. Thus eliminating the necessity for the customer to have an own office in The Netherlands in order to be able to import products from outside the EU. All statistical reportings and VAT declarations required are handled by specially qualified Van den Anker staff on behalf of our customer. Van den Anker Infor ERP system uses an integrated customs module purpose build by KSD that has real time connection with Warehouse Management (WMS) and Transport Management (TMS) data. All documents and statistical reportings are created with the use of KSD.



The advantages

The improved solution offers our client:

- Lower supply chain cost of 15%.
- Significant supply chain complexity reduction.
- Increased product availability.
- Increased supply chain flexibility.
- Improved customs compliance.

Are you considering to optimize your supply chain?

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