



GROENEWOUT

Groenewout guarantees optimal logistics for new Bakkersland Distribution Centre

An interview with Mr Gabriël van der Graaf, Logistics Manager Bake-Off for Bakkersland by Tjaart Theron



Bakkersland is a Dutch bakery company that has grown out of a number of family bakeries. Apart from fresh bread every day and a complete assortment of bake-off products for retailers, shops and homes Bakkersland also delivers pastry to retailers throughout the Netherlands. Last year, Bakkersland acquired a new bakery production site in the south of the Netherlands when it took over Quality Bakers, which had a similar assortment of bakery products. As a result of the much larger combined volume of the two Distribution Centres - one in Eindhoven and one in Tilburg - Bakkersland wanted to integrate the product flow in a new distribution centre in Tilburg. Bakkersland needed outside expertise to help them to define the optimal logistics process for the new Distribution Centre. After a thorough selection process, Groenewout was contracted for this assignment.

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Gabriël van der Graaf

No doubt about choice for Groenewout to do feasibility study According to Gabriël van der Graaf, the logistics manager Bake-Off for Bakkersland, the existing location in Tilburg was too small to absorb the production of both of the merged companies. "To us it was very important to get external advice with regard to the question whether we should maintain the same logistics process or make changes to optimize it, given the fact that we expected a growth as a result of the take over of Quality Bakers."

He continues: "We approached quite a number of parties, all with same request. We asked them to produce a proposal and a budget. We assessed all the parties based on the proposals (based on the House of Quality method) and the outcome was a decision to work with Groenewout. This was a very clear choice, despite the fact that we had earlier contact with some of the other parties."

Groenewout presented four different scenarios

Van der Graaf says they wanted Groenewout to do a feasibility study for the lay-out and logistics concept of the new facility. He explains: "Together with Groenewout we gathered all the required information about schedules, streams and volumes. And we had long discussions to help them get a clear impression about our needs. For example, whether we should use the crates of the Dutch Food Retail Association or another type of packaging unit. We asked Groenewout to provide an overview of the impact of the various choices."

According to Van der Graaf, Groenewout compared a number of different lay-out options and various storage and picking methods and presented four scenarios to their team at Bakkersland. "We had a completely open mind and were willing to accept new or different options."

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The team represented all the different levels in our organisation. After a thorough discussion within our team, we decided on the preferred solution. The outcome confirmed that the existing method with some modifications was the best.”

Technical expertise ensures optimal logistics storage equipment

“During the follow-up of this project we asked Groenewout to provide an overview of the requirements for the delivery and installation of the logistic storage equipment.” Van der Graaf explains: “We did the project management ourselves but relied on Groenewout for the technical content. For example, we decided to sell the old pallet racks in the old warehouse and we introduced new ones in the new warehouse. In addition, this meant that Groenewout was asked to produce a shortlist of possible suppliers, to compare supplier proposals and define the contract texts and monitor the construction.”



“Groenewout more than lived up to our expectations”

“When we look back now, we are extremely happy with the decision to work with Groenewout”, says Van der Graaf. “Groenewout has an enormous amount of expertise. And they are very thorough when it comes to the delivery of data. They made very precise calculations of all the elements of the entire logistics process.” He continues: “Throughout the process, the atmosphere was positive and calm. Groenewout's approach was sensible - without any blah-blah. This perfectly suited our organisation. The execution of the project went very well. We had clear deadlines.

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Everything was completed in accordance with the schedule and we were very satisfied."

He concludes: "The strategic advantage of Groenewout's contribution is that they confirmed the existing approach was the correct one. We have now moved into the new Distribution Centre and we are able to do everything in a professional and technically efficient way. Ultimately, we had a single goal - to ensure we deliver our products and provide the best possible service level to our clients."

By Tjaart Theron

Tjaart Theron was born in South Africa and has lived in the Netherlands since 1985. He completed a Masters in Economics at the Institute of Social Sciences in The Hague and his experience includes filmmaking and consultancy work in the NGO sector. He has worked as English native speaker copywriter for large international companies such as Shell, Canon and Philips and provides media and PR training to higher-level executives of multinational companies.

More information

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