



GROENEWOUT

New Distribution Centre creates strategic benefits for Antalis

An interview with Mr. Pim Stolwijk, Director Operations Antalis Netherlands by Tjaart Theron.

Antalis is the largest European group in the distribution of communications support materials (Print & Office Paper, Visual Communication & Packaging) with more than 230,000 customers – from printers and resellers to large companies and communication agencies – in some 53 countries. Mr. Stolwijk used to work for ModoVanGelder (now part of Antalis). He has had a long relationship with Groenewout dating back to the nineties. This is why he approached Groenewout when Antalis needed a new Distribution Centre in Almere.

A long-standing relationship with Groenewout

"Our first contact with Groenewout goes back to the nineties, says Pim Stolwijk (Director Operations Antalis Netherlands). "I used to work for ModoVanGelder, which later became part of Map Merchant. In 2007, the wholesale business of Map Merchant was taken over by Antalis". During all these years I had a very positive experience with Groenewout in various projects", says Stolwijk.



"Groenewout regularly helped with projects for Map Merchant (for example, realizing a warehouse extension at ModoVanGelder). They also provided advice. For example, for optimizing the operations at Grafisch Papier, another subsidiary in the Netherlands. And, in 2006, they advised Map Merchant on the consolidation of the Map Merchant operations in the Benelux." He continues: "In February 2008, we decided that we needed a partner for our consolidation plans in the Netherlands. We immediately contacted Groenewout."

'We needed to work within a tight time-line'

Stolwijk explains that Antalis had an option on land in Almere for the planned new consolidated Distribution Centre. "We were anxious to work within a tight time-line and Groenewout prepared a proposal on how this could be done very quickly. Their proposed approach also ensured that the rental price would be market competitive and that despite the tight schedule, the quality of the decision-making process would not be negatively affected."

Taking care of the smallest details

According to Stolwijk, Groenewout made contributions in many areas. They initially chaired workshops on business development and then produced a sizing for all the warehouse and a configuration of the racking. In addition, Groenewout provided advice with regard to the facilities, the selection and acquisition of equipment required for the warehouse - and produced the design and lay out of the warehouse. He explains: "Groenewout helped us to set the scope of the consolidated operation and they did the sizing and conceptual design for the Distribution Centre. They took the lead in the tendering process with the project developers, while also detailing the layout. Groenewout also provided support for the contracting stage while taking on the project management and they provided advice with regard to the complete building and installations.

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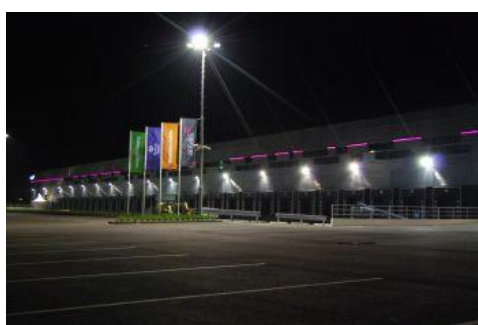
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Our ref.: 9024D247/IS/it | December 2009

In fact," Stolwijk says, "they also did the tender and realisation support for the Racking and Material handling equipment. And finally, they provided transition support, including for the stream leader facility, the office move to the new Distribution Centre and even the detail such as cleaning, catering and the coffee machines!".



Pleased with the new Distribution Centre

Stolwijk is very pleased with the new 27,000 m² Distribution Centre. "It has a FM Global EFSR sprinkler system and is equipped with narrow aisle racks for storage and picking of paper in many different qualities and sizes", he says. "It contains a VAL area for the cutting, counting and repacking of paper. Orders can be sorted per route and can be loaded in the correct sequence in accordance with the daily dynamic planning of deliveries." He continues: "Other product categories are separated from the paper products. These include packaging business such as packaging materials but also packaging machines and spares (on approximately 7,000 m²), imaging with special VAL equipment and Viscom (visual communication) on approximately 2,500 m², with cantilever racking." According to Stolwijk, the onsite offices for the commercial organisations of ModoVanGelder and Dekker Packaging and the Antalis Operations NL organisation can accommodate approximately 150 people. "The idea was to get the Distribution Centre up and running during the autumn of 2009, right after the opening of the building on September 24, 2009. This has been put in place for packaging related products. Paper related business will start as of January 2010."

New distribution system offers many strategic advantages

Stolwijk concludes: "The logistics of three company subsidiaries are to be combined. This delivers considerable synergy and cost advantages. The main benefits of consolidating our operations are to be found in the opportunity this provides with regard to synergies in inventory reduction and transportation efficiencies. The efficiencies and synergies in warehousing processes and space utilization are of course also of very high interest to us. I would say the main thing is that this operation allows us to optimize the services we provide to clients and to achieve much more efficiency in the use of the warehouse, which will lower cost significantly."

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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