

Container Centralen

Making Your Products Move...

ECR Baltic Returnable Packaging Seminar

Presented by Michał Adamek

Riga, 12.05.2011

Business Case

- Implementation of standardized plastic crates as a meat category distribution platform at Rimi Baltic



Our History



1976

Danish flower exporters invent the CC Container and the pool system to manage it

1989

CC turns into a limited company with 50% ownership by Dutch flower exporters and 50% by Danish flower exporters

1996

CC starts focussing more on other industries: 'retail'

2005

CC wins tender of the Dutch retailers' and producers' association for a standard crate solution in NL (CBLs)

2011

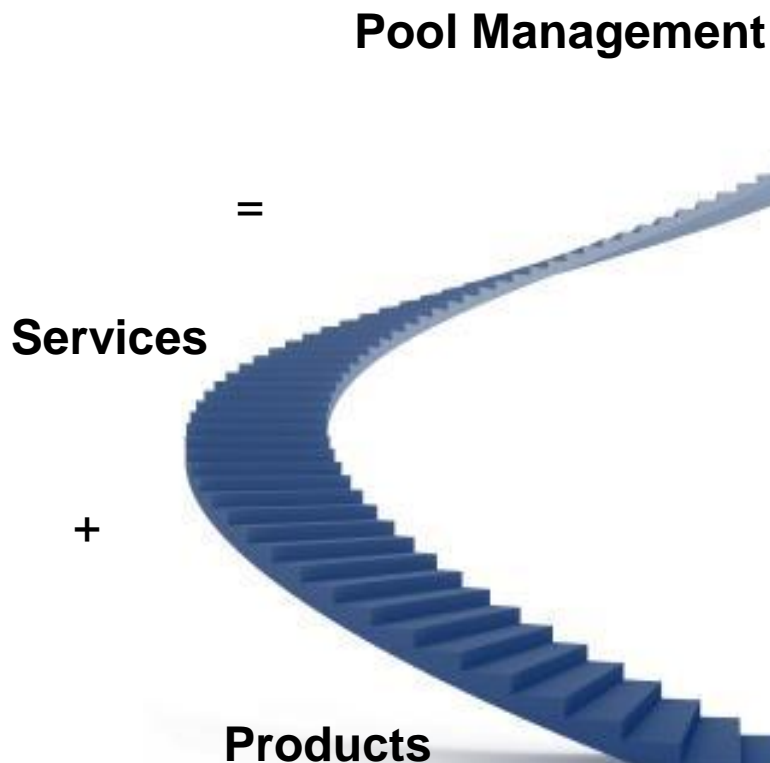
Implementation of RFID tags on all CC Containers

Full Scale RTI* Solutions

We offer a wide range of products, services and pool management to all clients – regardless of whether they use CC RTIs or other products.

We can take care of all your RTI related challenges!

*RTI: Returnable Transport Item



Making Your Products Move!

Every day, Container Centralen helps:

- About 23,000 customers
- More than 100,000 user companies
- Hundreds of thousands of people / individual users who handle the RTIs

...to move their products

- ...in more than 40 countries worldwide
- ...using more than 30M CC RTIs

CEE Milestones

- 2003 – unification of meat category supply chain at Ahold Poland
- 2004 – crate system extension for Ahold Central Europe – meat category at Ahold Czech Republic
- 2005 – unification of Fruits and Veg category at Ahold Poland
- 2006 – cooperation with Rimi Baltic – meat category in Latvia, Lithuania and Estonia, preparation for F&V unification
- 2007/2009 - Pool System launch (CC Containers) for most of Polish DIY chains (OBI, Leroy Merlin, Castorama) and collection service for Ikea

Standardization of meat supply chain at Rimi



Situation before implementation

- Most of vendors delivering meat products in various crates types – lack of standards
- Need for extra registration
- Additional storage at DC level
- More sorting required



Why external operator - CC?

- An independent position allows CC to have the same relationship with all parties in the supply chain.
- Every user only invests in the equipment needed by himself. Decrease of total supply chain packaging needs.
- Free exchange of damaged equipment.
- Short-term hire possibilities for peak needs.
- Cost transparency and free exchange of equipment with business partners.



Project Complexity

Involved areas

- Vendors
- Distribution Centers
- Purchasing Department
- Shops
- Transport

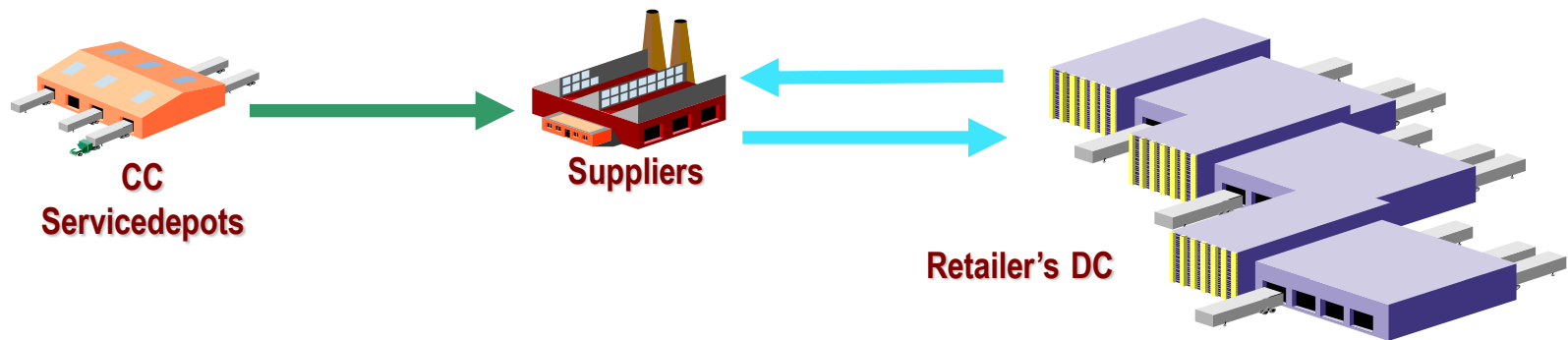


Implementation

- Project Group
- Time frame
- Fitting tests
- Meetings with vendors
- Availability
- Rental to users



Flows in Baltic model



CC Services

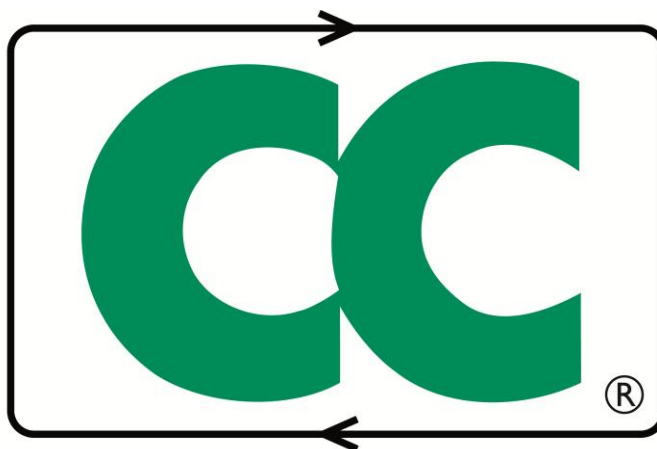
- Long Term Hire (for regular business)
- Short Term Hire (for seasonal sales)
- Exchange of broken equipment
- Storage
- Transport

Results

- Unified distribution within entire meat category – about 60 users across Baltic States
- Easy registration of products flows
- Simplified products ordering system (crate as a minimum order)
- Transport optimisation – environmental friendly approach
- Improved processes (exchange of products Vendor-DC, DC-shops, less storage, quicker rotation)



Thank you for your attention!



Making your products move