

Haribo Chews Over Logistics Options

German sweet company reviews supply chain model



German sweet manufacturer Haribo has appointed specialist consultant Total Logistics to undertake a complete review of its supply chain, helping it through the process of selecting a new contract logistics partner.

The business, which is best known for its Starmix and Gold Bear products, has worked closely with the supply chain consultancy to review the location of its distribution centres in the UK, its logistics strategy, storage of its product range, picking/packing of products and delivery to wholesale and retail outlets.

The project has centred around Haribo's UK manufacturing plant in Pontefract and its 70,000 sq ft distribution centre at Rotherham, which handles over 100,000 pallet movements per annum.

Following the strategic review of its supply chain, Total Logistics has also supported Haribo in the selection of its contract logistics partner to provide a logistics fulfillment operation, from collection at the production facility to delivery to the end customer. This includes managing a 12,000 pallet warehouse and providing shared user delivery operations. The new supply chain model will be fully operational by early 2008.

Haribo is the world's biggest name in fruit gums and liquorice products and has re-engineered its supply chain strategy to cope with the additional demands brought about by planned growth.

Per Henerius, managing director of Dunhills Haribo, said: "We have always strived to achieve excellence in all our production systems. However these needed to be linked to a best in class supply chain to ensure our product reached our customers in a timely and efficient way. Total Logistics has provided advice and analysis that has been invaluable in shaping our logistics strategy. Their approach has forged best practice with ongoing flexibility, enabling us to select a high quality logistics partner to drive up customer service."

Bob Gill, project director at Total Logistics, said: "Increasingly, we are seeing businesses take a much more strategic view of their supply chain, as they realize the huge importance it has to their cost structure and the added value it can bring. Developing efficient and appropriate logistics solutions is a specialized practice that requires a strong theoretical appreciation of the supply chain, as well as an appreciation of available technologies and systems to deliver the agreed strategy. Too many businesses fail to make this connection and create expensive mistakes from which they can take years to recover."