



CASE STUDY

IMPLEMENTING A NEW FMCG SUPPLY CHAIN IN JUST 12 WEEKS

One of the UK's largest branded drinks suppliers had reached full capacity with its current supply chain partner, stalling future growth plans. This ambitious company needed a more strategic solution that would open up future opportunities instead of holding them back.

Realising it was time for change

- Restricted warehouse capacity offered no opportunities for growth.
- Limited access to automation and new technologies meant time and money were being wasted.
- Due to an upcoming expiry date with the current supply chain partner, a fast and efficient transition was needed.

FINDING A SOLUTION TO SUPPORT FUTURE GROWTH

To ensure a reliable transition that did not interrupt day-to-day operations, this leading FMCG brand needed a partner that could act quickly without compromising on building a strong foundation for the future.



Through a collaborative approach, we developed a thorough transition plan that would streamline operations and help fulfil their future ambitions.



A three-phased journey ensured a reliable and safe transition.



Automated facilities and integration of new technologies provided greater visibility and created efficiencies.



Extensive planning delivered a consolidated, purpose-built single site solution.

DELIVERING A SEAMLESS SUPPLY CHAIN TRANSITION

With careful planning, we ensured uninterrupted service throughout Go-Live, streamlining operations to one single site and immediately making a 60,000-pallet warehouse available. New technologies were integrated to provide greater control and visibility – providing operational insights that will help drive future growth.



**257 COLLEAGUES TRANSFERRED
UNDER TUPE REGULATIONS** AND
310 NEW JOBS WERE CREATED.



**OPTIMISED TRANSPORT MOVEMENTS
AND HVO FUEL IMPLEMENTATION TO
REDUCE TRANSPORT EMISSIONS.**



We know that having the right supply chain partner by your side can help your company achieve its full potential.

At DHL Supply Chain, our specialists have the knowledge and FMCG experience to ensure a smooth supply chain transition. We collaborate with you to understand the challenges you're facing and find bespoke solutions that help push your business forward.

Connect with one of our experts today and see how we can help you achieve success.

