

CASE STUDY

'The basis of intensive magazine distribution'



The challenge

Aldipress is a distributor providing marketing support and services for the distribution of 650 different magazine titles, sold loose, for publishers and retailers. Examples of these are 'Panorama', 'Voetbal International' and 'Donald Duck'. This means that around 5 million magazines are processed each week, with magazines being delivered to 9,000 specialist booksellers, supermarkets and petrol filling stations each day. The unsold magazines are taken back by Aldipress.

The logistic challenge for Aldipress lay in the area of order picking. The widespread mechanisation of this process was intended to increase processing capacity and reduce the number of distribution employees. Standard packaging was required to mechanise order picking, and this standardisation had an influence on the entire logistic chain, made up of order picking, distribution and receipt of returns.

The result

The improvements in Aldipress' logistic process resulted in:

- A doubling of processing capacity
- A reduction in labour by 33%
- Less damage to magazines, leading to a slower return flow and reduced costs
- A reduction in absenteeism by 27% through ergonomic handling
- Commercial success for Aldipress through the method of distribution

OLD SITUATION



Feed belt

Each day a new layout is used for the feed belt. The magazines are collected in accordance with the order sheet using the Pick to Light method. This system, however, suffers from the

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disadvantage that advertising material and differences in dimensions cause the stacks to become unstable.



Binding

A small cardboard box is first of all placed on top of and underneath the magazines. The package is then wrapped around four times. One major disadvantage of this method is the risk of damage. Moreover, with this form of packaging the magazines are unprotected against poor weather conditions. One serious disadvantage with the handling is that the binding is too sharp to be used as a hand grip.



Dispatch

The packages are transported in roller containers, but the disadvantage with this system is that it takes up a great deal of space and the packages tend to fall over in the container.



Returns

Unsold magazines are sent back in whatever boxes happen to be lying around. This means that the chance of the boxes being torn and the returns inside damaged is highly likely. Another disadvantage is that the boxes are often too heavy to load for the driver. The amount of rubbish caused by discarded packaging material is also detrimental to the environment.

NEW SITUATION



Automation of feed lines

The magazine crates are filled automatically on the new production line. At the start of the line each crate is connected to a customer and is then automatically filled. Because of this automation of the feed lines processing has become much less labour intensive.

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Magazines undamaged

In the new packaging there is no damage caused by plastic strips around the magazines



Crates can be nested, thereby saving space

Enormous space savings during storage and return transport because of the 66% nesting efficiency.



Tracking & tracing

All crate movements are monitored with barcodes in the new logistic system.



Sealing

The magazine crate can be sealed with a special locking pin, which assures the retailer that the valuable return consignment reaches Aldipress intact.



Stable load

Pallets with crates do not need any extra security. The driver can unload at any distribution point and continue his journey immediately, thereby saving a lot of time.



Comfortable handling

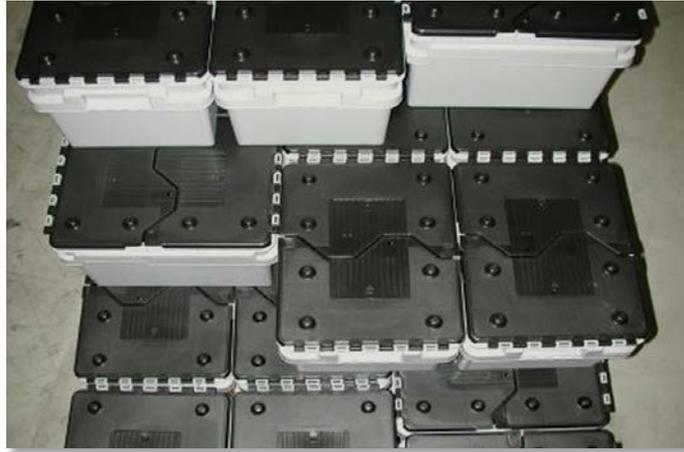
The magazine crate has been ergonomically developed and conforms to the ARBO legislation (Working Conditions Act). One crate, with contents, will never weigh more than 15 kilos.

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The advantages of boxes

The decision by Aldipress to use boxes in the logistic process was based on the following advantages:

- Magazines undamaged
- Uniform packaging
- Expert handling
- Possible automation
- Advertising inserts do not fall out of the packages



Specially designed cover box

The big hold up in the search for the right box had to do with the stability of a pallet box. Because of the large number of distribution points it is important that a (broken into) pallet can remain stable in the truck without any extra operations.

As a standard box failed to meet this requirement, CurTec Nederland developed a special box for intensive distribution. The boxes have ridges on the lid enabling them to be stacked one on top of the other. This also means that the boxes can avoid overturning during transport and the driver doesn't have to do anything extra to secure the load. In addition, the box is designed so that the pallet is completely full when the boxes are nested.

FREE SCAN

Formulating packaging requirements is not an easy task. But CurTec can assist you. Let us review your supply chain! We can perform a **Packaging Scan** which results in a **FREE** guideline that helps you to select the optimal packaging solution.

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