Lekkerland – multi-temperature delivery

Key Words:
Freight consolidation and transhipment; IT-technologies and solutions (for management and administration); Innovative vehicles, vessels and equipment; ICT (e.g. routing, guidance), transport optimisation, Business to business (B2B) solutions; cooperation, Innovative operational solutions; Service quality and sustainability agreements/certification; Education and training

Lekkerland saw potential for optimisation in their current way of delivery and at the same time, wanted to increase market share. Instead of three deliveries of each customer (sometimes by different companies) with three trucks for each temperature zone (fresh 0-7°C, deep-frozen <-18°C and ambient >7°C), Lekkerland wanted to be the only delivering supplier and now uses multi-temperature trucks to deliver all temperature zones for one customer in one stop. That is a huge enhancement of the service level for Lekkerland customers and furthermore saves time and money for Lekkerland and the customers. From the outset, this concept was developed with the customers in mind.

- Customers receive products from various temperature ranges with just one delivery
- Time window of 3 hours promised before delivery (more than 95% successful) with the help of a telematics tool
- Truck blocks at least one filling station: Less stops means less inconvenience for the customers
- Less administrative work (ordering, delivery, goods collection, checking of goods, accepting goods and invoicing) to do by customer (1 order, 1 delivery, 1 invoice) leads to more time for their customers

What was the main problem, idea or motivation that led to the development and introduction of the new practice?
In the last years, Lekkerland saw potential for optimisation in their current way of delivery and at the same time, wanted to increase market share.

What was the common practice before the implementation?
All ARAL petrol stations were delivered for each type of good separately (Tabaco, frozen products, unfrozen goods and pastry products). That meant that many different trucks were used to deliver goods, for different temperature zones and from different suppliers.

What was the purpose and the sustainability objective of the case?
Less stops – less km driven – less CO² (cost savings)
Furthermore Lekkerland wanted to enhance the service level, increase customer satisfaction and reduce the inconvenience for customers (less administrative efforts, less disturbance in front of the shop, more time for active selling) .

Supported strategic targets
- Increased efficiency / productivity of logistics processes
- Increased company profitability
- Minimisation of financial risks (e.g. dependency on oil)
- Increased competitiveness
- Image
- Limited climate change
- Reduced emissions
Lekkerland is a large wholesale company for food, drinks, tobacco products, Electronic Value (e-va) and non-food that supplies mostly petrol stations (51%) but also system customers (31%) and regional customers (e.g. drinks cash-and-carry, kiosks) (18%). Lekkerland employs around 5,600 people and generated a turnover in 2013 of 11.7 Mrd. €, 49% in tobaccos, 49% in Food/Non-food and 2% in Electronic Value. Lekkerland did not only change the delivery but the whole process. Because the trucks are very variable, all drivers were trained intensively to set the different walls in their truck before every tour by themselves. To reduce the time needed at each petrol station, picking is being done in the depot with roll cages.

With this concept, Lekkerland won the German Logistics Prize 2013 of the German Supply Chain Network (BVL) with this innovative solution called: “Lekkerlogistics – Customer focus to the point”. Lekkerland now uses trucks with three-temperature zones (fresh, frozen and ambient) that are fully adjustable because of their 11 walls (8 lengthways, 3 cross walls). The driver can therefore arrange 3-4 different zones. Except one, all walls can be removed so no loss in load capacity is necessary when only one zone is used at the second tour of the day.

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Transport modes:
• Road / Truck
• Road / delivery van

Supply chain elements:
• Transport

Main actors involved:
• Lekkerland
• Aral
• TÜV

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