**NAME OF CASE**
GS1 Despatch Advice by FrieslandCampina – Jumbo

**KeyWords:**
IT technologies, exchange of EDI message and accompanying pallet label.

**Case Logo or Picture:**
![Jumbo Logo](image)

**Description:**
Jumbo has started using GS-1 standards in receiving goods from FrieslandCampina. They have developed a specific pallet label that is accompanied by an EDI message. That way controlling incoming goods is much easier and faster.

**Benefits:**
- Less time consuming control process
- Improved quality of shipments
- Logistical benefits for both parties involved

**Starting Point/Objectives/Motivation:**
Jumbo supermarkets is constantly trying to improve their logistical process. More and more are GS-1 standards used in the supply chain, which has for example been implemented by Heineken and Bavaria. GS-1 standards are a result of a desire of the largest players in the supermarket field in The Netherlands to improve logistical information exchange. Jumbo also wants to incorporate GS-1 standards into their daily operation because it helps in reducing time needed for the control process. FrieslandCampina is a supplier of dairy products that has 8 different sites in the Netherlands. Connecting all of those sites to Jumbo’s operations proved to be a difficult task. This was mainly because it were in fact 8 different supplier that all had to get used to working with the GS-1 standards.

**Success Factors:**
- Both parties are willing to use GS-1 standards.
- Constant reviews of the system and information makes sure bugs are filtered out quickly.

**Supported Strategic Targets:**
- Increased efficiency/productivity of logistics processes
Improving the control process at the Jumbo DC has mainly advantages for Jumbo because they need less time and can thus operate more efficiently. FrieslandCampina also has some advantage in that they spend less time at the Jumbo warehouse and can (theoretically) do more shipments per day with one truck. When a truck leaves one of the FrieslandCampina warehouses the EDI message that has the same information as on the pallet label, is sent to Jumbo. Upon arrival of the truck goods can be checked fast and booked in the system faster than before. This also reduces faults made in the controlling process.

Costs are relatively low, an estimate is about 10k€ for each party involved, mainly a result of hours spent by employees. No specific technical investment was needed.

Barriers are formed by the fact that information has to be exactly the same on both pallet label and in the EDI message. This needs constant attention. Also the fact that information on the pallet label needs to be aligned precisely (e.g. placement of barcode) can create some problems. The EDI message needs to arrive at Jumbo on time, which is not always the case due to heavy internet traffic (message is buffered first).

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