

# Frode Laursen – Multishare in Practice

Efficient FMCG Logistics with Improved Sustainability



foto: Stig-Aje Jönsson



Long before sustainability became an issue, Frode Laursen practised multishare logistics models in the Nordic Region.

The concept is now well-established and fast-growing and it has shown its worth to every member of the supply chain as well as to the environment.



# Factories accross Europe - Nordic regions and Denmark



Full trucks

**FRODE LAURSEN WAREHOUSE ACTIVITIES:**  
 Consolidation goods · Slip sheets · Repack  
 Mixed pallets · Order Picking · Palletizing

Multishare warehouse and cross-docking  
 75 different suppliers

Frode Laursen terminal  
 Cross-docking



Full trucks

Supermarkets

Catering DC

FMCG Retailer DC's



Supermarkets

Merchandising, sampling, demonstration





### The basic concept is simple:

- Fast Moving Consumer Goods (FMCG) from different suppliers to Frode Laursen warehouses
- Do it upstream to repack closer to final destination
- Distribute full loads of combined orders to retailer warehouses or supermarkets



# Additional Advantages for Producers,

## Retailer and the Environment:

- Better planning by retailer DC through more frequent deliveries, high reliability and 24-hour distribution
- Reduction of "empty" transports as a result of:
  - An inbound tractor is used for outgoing transport or distribution
  - Extensive use of drop trailers at both the Frode Laursen warehouse and retailer warehouses saves waiting time and ensures a more flexible use of tractors and drivers
- Owing to an extensive customer base, Frode Laursen enjoys the advantage of cyclic sales without idle warehouse capacity costs
- Returned goods and goods carriers like pallets are effectively returned
- Interwarehouse moves to create full loads upstream
- Scale improves processes and forms the basis of know-how
- Drop trailers transportation system in order to make effective use of ferries

## It's all about Sharing for Improved Efficiency

- Resource sharing
  - Warehouses, trucks, upstream repacking, distribution, etc.
- Knowledge sharing
  - Shared systems, scale facilitates improvement, specialist's capabilities made commonly available
- Customer efficiency
  - Designed for frequent and flexible deliveries
  - Co-operation for constant improvement of customer service

All leading to more efficient systems with improved sustainability.







# Frode Laursen - Environmental Thinking

Frode Laursen acknowledges that we operate in an industry of road transport, which has a significant influence on the environment – especially CO<sub>2</sub> emissions.

Frode Laursen considers responsible behaviour for environmental sustainability an integral part of our business platform.

Frode Laursen has, therefore, identified a number of targets and actions, which we head for in close co-operation with our business partners and employees.

Our key target is to reduce our impact on the environment measured in CO<sub>2</sub> emissions by 20% no later than 2015– corrected for growth in real terms.

The actions taken are constantly being updated and are presently focusing on:

- Economical driving – education
- Renewal of fleet – euro 5 diesel lorries
- Full loads – e.g. sharing of transport
- Sharing of facilities – e.g. multishare warehouses
- Planning – improvement of information for fewer miles
- Sustainability – an integral part of designing co-operation models
- Intermodal transport – ferries and railway
- Energy consumption in warehouses
- Finding the data that allow measurement and benchmarking
- LHV – extension into Denmark

We still have a long way to go but we work continuously to extend our knowledge through active search for the best possible practise and by participating in forums where sustainability is on the agenda.

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Unilever




COLGATE-PALMOLIVE



Over the last decades, Frode Laursen has developed from being a national logistics provider to become the FMCG market leader in Denmark as well as one of the major Nordic players in this field. Our customers are primarily multinational and regional FMCG suppliers.

The key to Frode Laursen's success is focus. We focus on selected sectors, the development of expertise, information technology, processes and employees.

But most importantly - we focus on our customers.



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