



**TradeLink**  
International Ltd.  
LOGISTICS SPECIALISTS

**FOR MORE INFORMATION**

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**CASE STUDY  
PHARMACEUTICAL &  
HEALTHCARE**

**LEADING DISTRIBUTOR OF PHARMACEUTICAL  
CONSUMABLES OFFSHORE SOURCING PROGRAMME**

TradeLink provides an integrated and scalable logistics solution to support rapid growth and high service levels of a leading distributor to the Pharmaceutical Industry.

## SCENARIO

Our client, a leading global distributor of consumable products to the Pharmaceutical Industry with over 4,000 employees world-wide, launched a private label range of production consumables in Europe sourced from suppliers in China, Philippines and India. The client called on TradeLink's JIT fulfilment expertise to implement a demand-driven multi-country and multi-supplier consolidation programme that would facilitate downstream cross-dock warehouse flow at its CDC in Belgium, whereby product moves directly from receivables to outgoing shipping without long-term storage.

## THE CHALLENGE

Our client has built an extensive distribution footprint in Europe over the last three decades to include a CDC in Belgium. The launch of a 'private label' consumable range across Europe required an innovative, reliable and demand-driven supply chain approach to minimise inventory and handling costs without sacrificing service levels. Specific client requirements included:

- Co-ordination and consolidation of multiple-suppliers across multiple-regions.
- Upstream value-added services to allow for downstream cross-dock product flow.
- JIT supply of product to minimise warehousing and inventory carrying costs.
- Complete end-to-end supply chain visibility and flexibility capable of responding to demand peaks and support rapid growth.
- An asset free provider able to make unbiased carrier decisions with access to multiple carriers to leverage scale.

## THE SOLUTION

In collaboration with our client a full supply chain assessment was undertaken by our consultant teams. The supply chain was broken down to analyse key variables including volume flow, lead times and distribution centre capacity.

Our solution included:

- Regional Multi-Country Consolidation (MCC) programmes in China, India and Philippines.
- Coordination of vendor Purchase Orders in line with replenishment lead times.

- Consolidation of multiple-supplier orders into full container loads.
- Carrier capacity management programme with prime and back-up ocean carriers to manage all carriers while reducing premium freight costs.
- Provision of upstream value-added services including Quality inspection, packaging and labelling.
- Postponement delivery strategies including virtual/floating warehouse allowing timely arrival of containers at CDC Belgium.
- A central 'control tower' was established to oversee supply chain operations with regional specialists interfacing with suppliers and transport partners.
- 24/7 customer support to ensure the seamless flow of product complete with Track and Trace™ shipment tracking.

## THE RESULTS

TradeLink's flexible, tailored and innovative solutions helped our customer to achieve:

- 99.5% on-time shipping.
- Logistics savings of up to 30% against forecasts due to greater container utilisation upstream and reduced handling downstream.
- Higher service levels and supplier compliance.
- Reduction of days-on-hand inventory and leaner supply chain.

## FOR MORE INFORMATION:

We collaborate with our customers to unlock value across their supply chains, leveraging our expertise, supplier relationships and global network to deliver bespoke end-to-end logistics solutions. Contact us and discover how we can assist you.

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## ABOUT TRADELINK

TradeLink International Ltd. provides tailored, flexible and innovative logistics solutions on behalf of global large and SME clients. Our reach extends to more than 67 countries with on the ground specialists ready to assist you. We offer a comprehensive portfolio of logistics and value-added services and have built strong and lasting customer relationships by balancing global scale with local market specialists and a highly personal service. More information on TradeLink and TradeLink services can be found on [www.tradelinkinternational.ca](http://www.tradelinkinternational.ca).



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