



Supply & Demand Designs

Reverse logistics solutions - Tailor-made!

Supply & Demand Designs / Case Study

The company

A leading manufacturer and supplier of printing solutions for businesses and private homes. Since the company was launched, the company's commitment to innovation, ownership of technology and unique path to market has been the ingredients of their success.

The challenge

- Offer a total reverse logistics solution including the forward logistics transport from production site in the Far East to the ultimate end-customer in Scandinavia.
- Restructure the European distribution setup.
- Offer services such as Technical Swaps (including on-site installation) in addition to regular delivery and collection of pallets and small packages.
- Provide daily web based feed back was a requirement.

The solution

SDD created a tailor-made logistics solution (reverse and forward logistics in one) including management of transport from door in the Far East to door Scandinavia, a so called Boomerang solution. Establishing country distribution centers in each of the Scandinavian countries and offering unique swaps and technical swaps domestic transportation based on customer's unique requirements, resulting in:

- The total transportation costs were reduced drastically by optimizing carrier selection on the ocean transport and combining the international and domestic distribution in Europe.
- Reduced lead times. The solution made it possible to deliver from the local DCs to the ultimate end-customers in Scandinavia the next day after order was received, with exceptions for extreme remote areas.
- The implementation of Technical Swaps with installation of the new machines and removal of the defective units with the same driver (on-site) resulted in greatly improved customer satisfaction. All swaps were performed by specially trained professionals.
- Access to SDD Nordic's unique web based tracking and feedback system provided total visibility from door in the Far East to door Scandinavia.

During the first month of operation SDD reached an overall performance of 98.7%.

SDD Nordic introduced a regional help desk center supporting the ultimate end-customers with their transportation inquiries and improving customer satisfaction.

For further information about this case study, please contact:



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