



making difficult things
easy



Hans-Gunnar Andersson MD



Take a ball, throw it up in the air and catch it in your hand. Nothing strange about that. Now take two, and throw those up in the air one after the other. Then try to catch them in your other hand and throw them up again. That's not quite so easy. But it gives you some idea of what working with logistics and transportation is like. The more balls you have in the air, the more difficult your job gets.

If you work with transport issues and logistics at your company, you will know what we are talking about. There are more

and more aspects to take into account, more and more considerations to make, more and more demands of flexibility, precision and costeffectiveness – but also lots of opportunities if you're open to new working methods.

"there are loads of opportunities if you only open your mind to new methods of working"

At TransFargo, we like making difficult things easy. In terms of both transport and logistics. Every moment of every day. No matter how big or small the task. And when we take over responsibility from you, you'll have the time and the energy to develop new projects.

making difficult things **easy**



"every customer is unique"



Per Dagervik, Hewlett Packard

"We were looking for a logistics supplier that could stand responsible for all of HP's service logistics in the Nordic Region. TransFargo's Nordic co-operation meant we could avoid making any more purchases, which was a must for us. The advantage of an independent supplier is that they help out with more than just turnkey services. We carry out an evaluation every two years, so we know that TransFargo supplies what we want at a reasonable price. We also make sure they are constantly enhancing their quality awareness.

They're fast and flexible and keep their promises. One thing that I personally do very much appreciate is that they think along different lines, outside of traditional boundaries and pigeonholes. The entire organisation is permeated by a sense of 'nothing is impossible'. I could spout superlatives for ages, but the bottom line is that we are actually really pleased."



Per Sandberg, Gambro

"We use TransFargo for both logistics and transport. When we select carriers, we look at their geographical coverage, capacity, environmental management and quality systems and which service they're able to offer, among other things. Then we look at the balance between price and quality. As far as logistics are concerned, traceability, security and correct stock balances are the be-all and end-all.

Gambro has outsourced parts of its stock management to TransFargo. We need their flexibility. They manage a product group that's constantly growing, and by using TransFargo we don't need to be limited by physical considerations even though we're constantly working on optimising capital tied up. I think we communicate well with TransFargo. They're very active and keep in touch with us all the time. I feel they're truly interested in us as a customer."

making expensive things cheap



"we don't have any ready-made answers, we work on the basis of how our customers work today"

There are various ways of doing things. Some of them are great, because they make operations cheaper, faster or more flexible than before. One safe way of enhancing a company's profitability is to focus on logistics.

But there is no secret recipe, and there is no collective template everyone can use. The best solution involves treating every case just as it is – unique. That is how we all work at TransFargo. We don't have any ready-made answers: we work on the basis of how our customers work today, what their needs are and what they want to achieve. We work in project groups that get the job done together with our customers, then we supply a solution that works from day one.

Only when you review overall logistics costs do the true potential savings make themselves felt. A lot of people invest a lot of energy in reducing their companies' transport costs, even though these rarely constitute more than 3-4% of the overall cost of a product. Far too few people pay attention to their actual logistics costs, although these can represent 30-50% of the price of a complete product. This is why we think it is time to change focus.

"the best solution involves treating every case just as it is – unique"





Mats Eriksson, Absolut Company

"We have a strong brand and work very consciously with marketing and sales promotion. TransFargo handles the logistics relating to all advertising material for Absolut – not just posters, but also clothing and gifts. They put together different packages for various events and deal with special packaging for a wide range of consignments. We have to be sure that whatever we send will be available in the right place at the right time. You can not cancel a fashion show in South America because you are short of 500 glasses, for instance. Quite simply, they have to be there - on a specific date, by a specific time.

Being able to avoid these kinds of problems is worth a lot. TransFargo also deals with our incoming deliveries, monitors deliveries for us and sorts out non-conformance reporting. We have worked with TransFargo since 2001, and they always do a good job."



"my job is simply solving problems"

Alexander Garpeus, Sorin Group

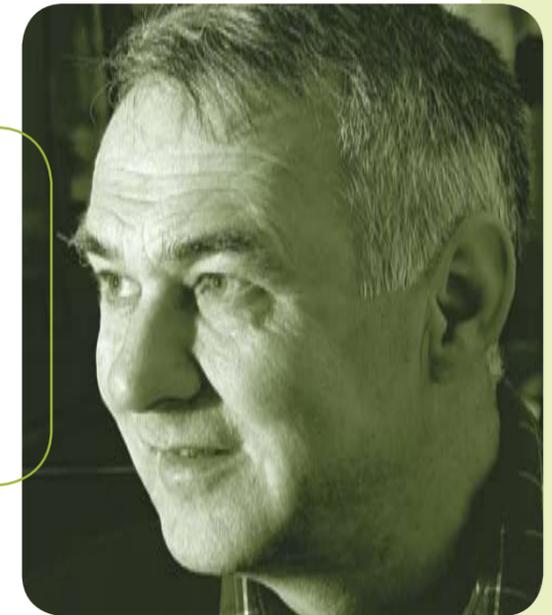
"We mostly sell technical medical equipment used for cardiopulmonary operations. Our customers include hospitals throughout the Nordic Region, and the ability to deliver on time is absolutely crucial to our success. TransFargo deals with Sorin Group's distribution logistics in the Nordic Region, and the co-operation with them works extremely well. They have complete control over our stock, and feedback works perfectly.

At TransFargo, they understand exactly how important reliability is for us, and they have developed a number of special solutions which a larger supplier would never suggest. These goods are not exactly what you would leave lying around on a loading platform. One of our customers wants equipment unpacked in its own stores, and TransFargo's drivers deal with that for us. Quite simply, everything works brilliantly."



We like fast-paced working. We take on time-specific projects at short notice, make quick decisions, stay one step ahead, shorten lead times, work to tight deadlines, introduce better procedures, make sure that spares are available anywhere in the Nordic Region by 08.00 the next morning, improve picking times in stores, simplify administration to save time, can transport four pallets from the Netherlands overnight to prevent downtime, and give answers now, not tomorrow. Among other things.

"This pace is based on careful planning, clear organisation and committed staff"



But this pace is based on careful planning, clear organisation and committed staff who can see their own responsibilities both now and tomorrow.

Fast but faulty – that is not for us. We are renowned for not promising more than we can achieve. We don't take on work we can't do. Our quality requirements are stringent and specific – and we describe them openly, month by month, to anyone who wants to see them.

"we simplify administration to save time"



making slow things fast



Tomas Åkerström, CIBA Vision Nordic

"We market and sell contact lenses and care products for contact lenses directly to consumers, as well as to opticians throughout the Nordic Region. We have outsourced the storage and distribution of all materials, apart from the lenses themselves, to TransFargo.

We hand over picking lists, then TransFargo packs products and marketing material such as stands and brochures. TransFargo also handles distribution out to end-customers.

This has meant lower costs for us, and it has brought with it some major advantages. When we opted to work with TransFargo, their small but efficient organisation was important to us. It is always easy to get hold of your contact whenever you have any queries or suggestions for improvements. Clean, tidy storage space is also a must for our product, and TransFargo meets this requirement to an outstanding degree."



Bülent Külekci, NCC

"New purchasing procedures which focus on coordination and central purchases of construction materials make stringent demands of rational logistics functions and material flows. TransFargo's 'purchasing logistics' service turned out to be a huge help with that process.

We started working with them for wooden flooring in March 2005, and since then we have rapidly increased the amount of work we do with them.

We have achieved some very significant streamlining by outsourcing a lot of our shipping and our purchasing function for wooden flooring to TransFargo. So nowadays, every project organisation orders wooden flooring and delivery directly from TransFargo, which places the order with the factory, picks up the goods, divides them up and delivers the flooring directly to the construction project in question, providing the agreed quantities within the agreed time frame.

For us, this new way of working has meant less administration, lower purchase prices and shipping costs, and more uniform quality of both products and deliveries. We are very happy."

"you get to know your customers, that makes you dedicated"



"when we take over the responsibility, our customers get the time to develop new projects"



The world is shrinking. Your head office is on the other side of the world, but you can get online in just a few seconds. Your own office is all there on a portable computer: agreements can be entered into in airport lounges, or at the breakfast table. The technology makes it easy to do business all over the world. Sweden's economy has not been national for a long time now. The EU is extending its borders, and not only the geographical maps are being redrawn.

No matter whether you work with China or Brazil, Poland or Portugal, Bergen or Borgå, we can help you. Our co-operation must be viewed in terms of enhanced competitiveness. As well as logistics solutions, we offer overland transport throughout Europe and transport by air and sea all over the world.

"focusing on logistics enhances profitability"



Robert Ingvarsson, Tetra Pak

"As far as Tetra Pak is concerned, quality is by far the most important criterion when we choose carriers. Our internal customers, like our end-customers, have to feel that things are just as good right the way along the line. We also consider environmental aspects and – of course – strive to keep our prices reasonable. We use a question-naire drawn up by NTM (Nätverket för Transporter och Miljön – the Network for Transport and the Environment) in order to assess the environmental work of our suppliers. We class TransFargo as a green supplier – they get extremely high marks for the way in which they deal with environmental issues.

We have worked with TransFargo for a long time, and we are happy with their quality. We appreciate the way in which they are always available and the rapid feedback we get. In our experience, good communication and good relations also lead to good quality as far as actual physical transportation is concerned."

making faraway things closer

”our co-operation must be viewed in terms of enhanced competitiveness”

TransFargo is a Swedish logistics and transport company which was founded in 1978. We are independent so as to promote the interests of our customers effectively, but we are also part of a number of international networks such as Nordic Chain, SystemPlus and System Alliance Europe. We hold quality accreditation to ISO 9001 and environmental accreditation to ISO 14001.

medlem i *Nordic Chain*



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LOGISTICS ON YOUR TERMS

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