



# Collaborative Routing Centres; Increasing shop delivery frequency while reducing number of deliveries

Nicolas Pauvre, GS1 France.  
5<sup>th</sup> October, 2016

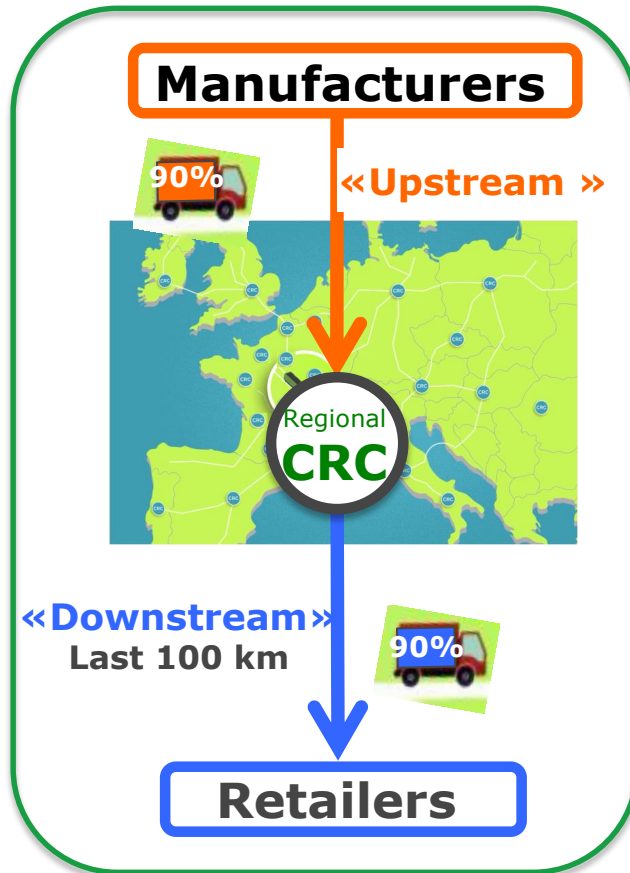


## **Multi-manufacturer & Multi-retailer logistics pooling**

---

Increasing logistics performance for small  
and medium size deliveries

# CRC® Services : Plug & Play !



Decoupling  
« **Upstream** » & « **Downstream** »

With an « **open network** » of  
**regional hub** to connect logistic  
flows

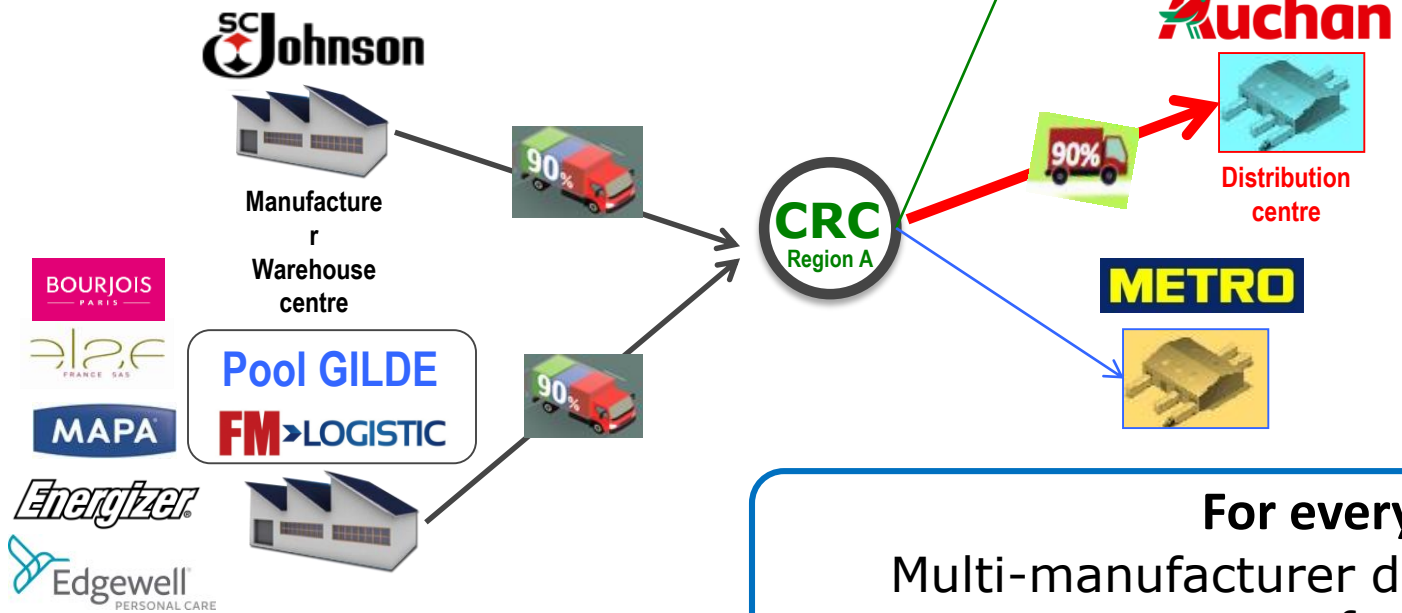
To get **truck loading rate** above  
**90%**

For **better performance**  
**(€/CO<sub>2</sub>/Service)**

# Multi-manufacturer & Multi-retailer logistics pooling



**For every manufacturer**  
 Pooling of multi-customer orders deliveries to CRC®



**For every retailer**  
 Multi-manufacturer deliveries from CRC®



PRESENT



0:01 / 7:26

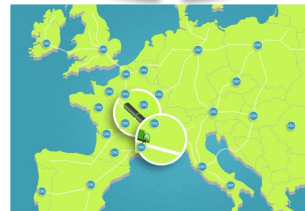
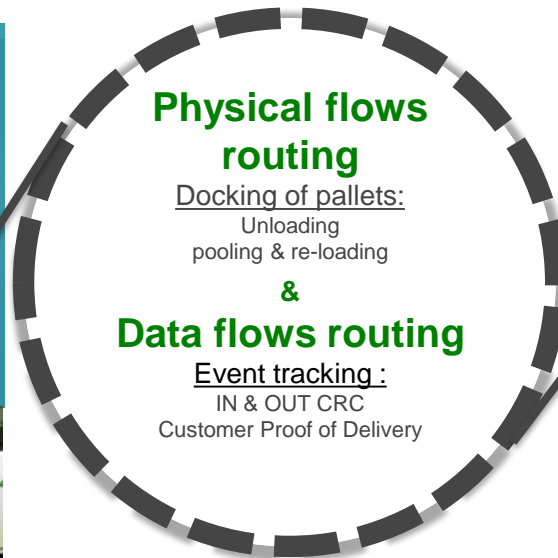


CRC® Services project : « King of the Supply Chain 2016 » award

# Open network of Regional Routing Centres



## Physical flows

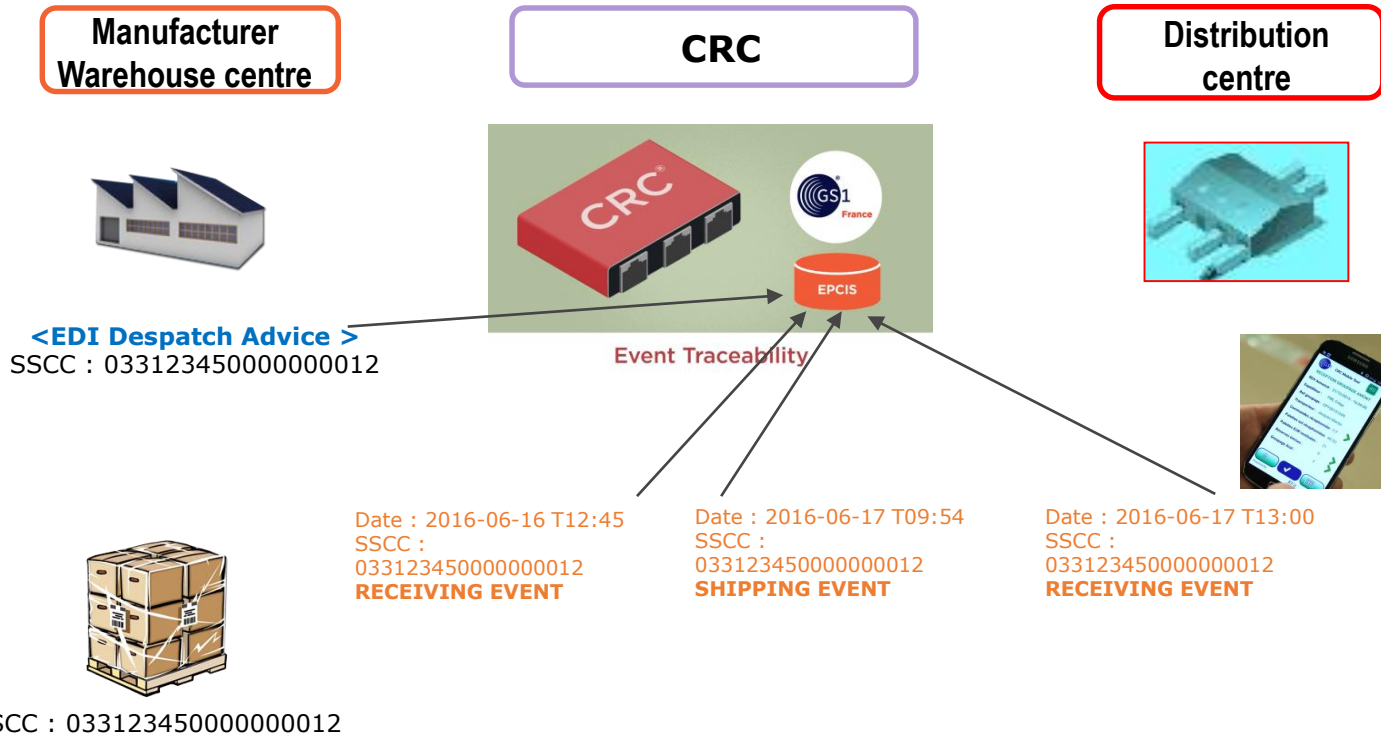


## Data flows



Event Traceability

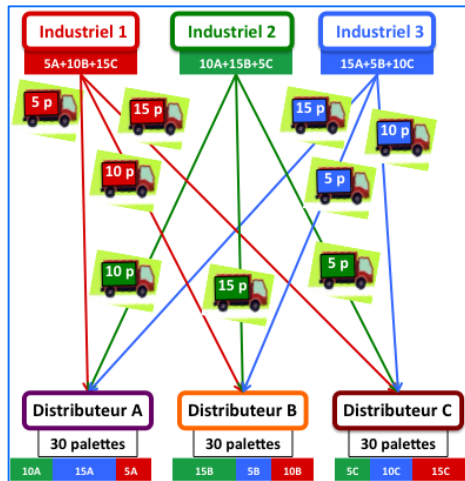
# GS1 in action





## Without CRC®

9 deliveries

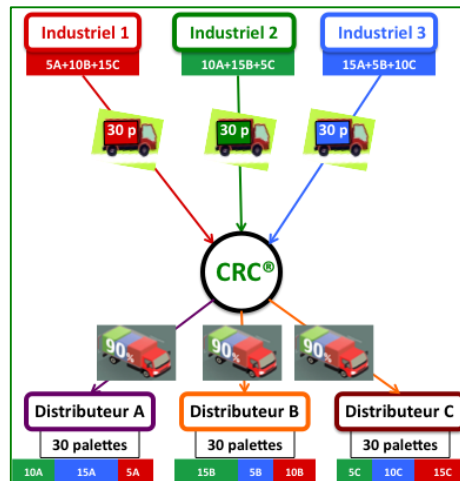


9 docking

Average load: **10 Pallets**

## With CRC®

3 deliveries

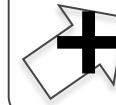


3 docking

Average load : **30 Pallets**



Manufacturers  
**deliveries**



Truck  
**loading rate**



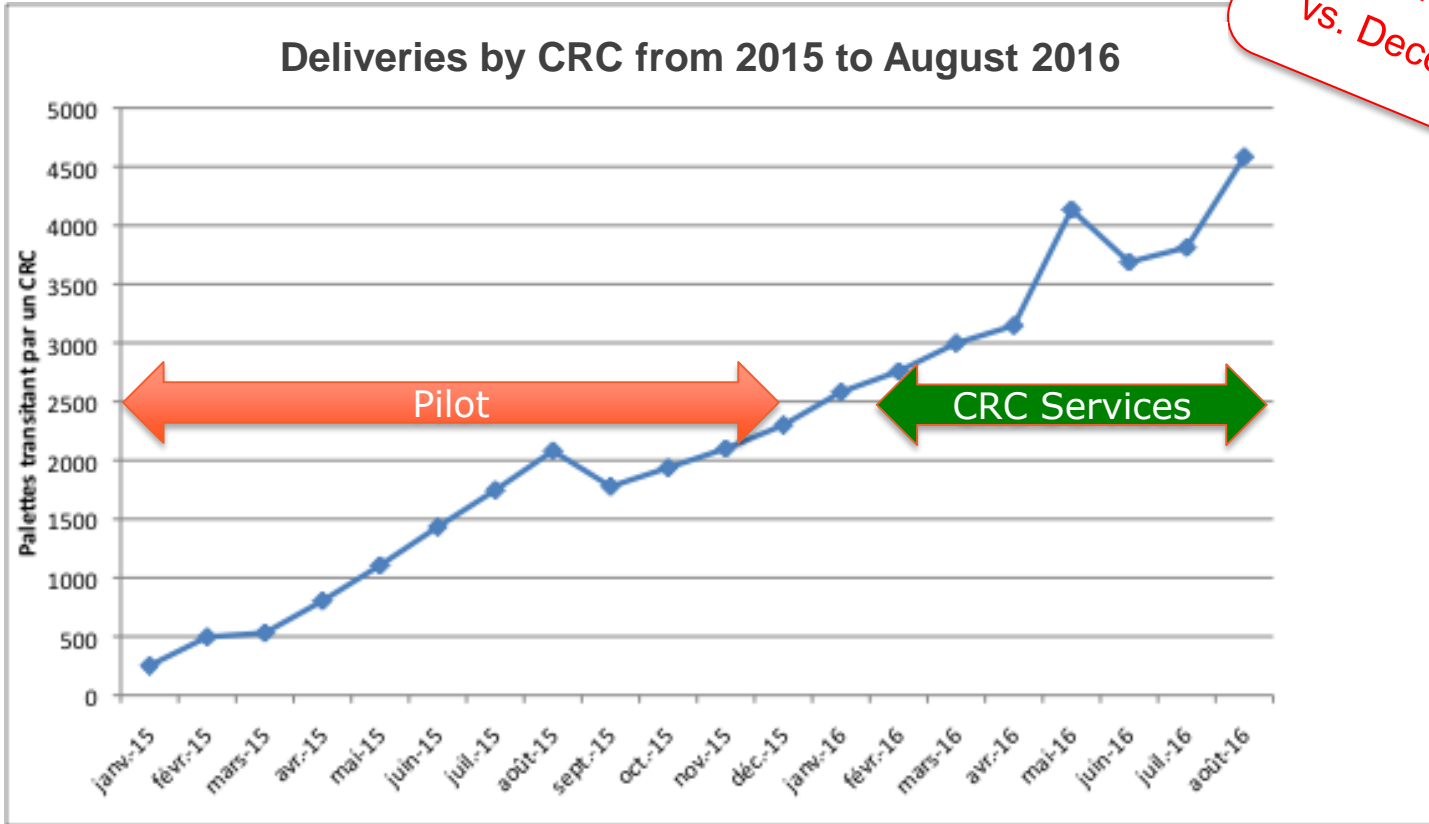
Retailers  
**docking**



# Pallet flow



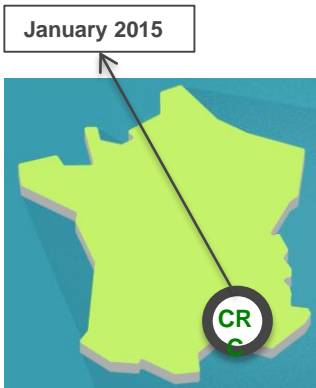
**Volume X 2**  
 vs. December 2015



# 3-year perspective development plan



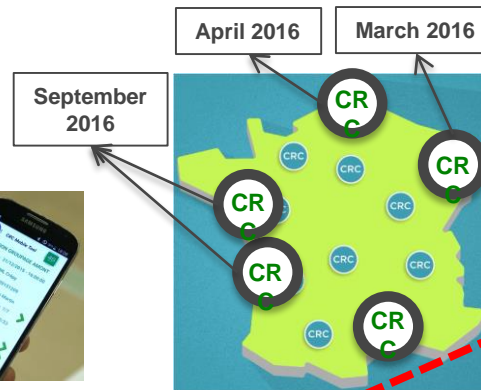
2015



1<sup>st</sup> CRC pilot site  
Saint Martin de Crau



2016 / 2017



France

From 2018



European rollout



**Nicolas PAUVRE**  
**GS1 France**  
[Nicolas.pauvre@gs1fr.org](mailto:Nicolas.pauvre@gs1fr.org)  
+33.6.77.53.24.25

**Xavier PERRAUDIN**  
**CRC Services**  
[xavier.perraudin@crc-services.com](mailto:xavier.perraudin@crc-services.com)  
+33.6.79.79.49.74