

Improving distribution with GS1 Standards



■ ■ ■ ■ The Raben Group, which has been active in Europe for over 80 years, started working in Poland in 1991 and is represented in the country, by two companies: Raben and Fresh Logistics. These companies offer a full range of logistics services. Raben's customers in Poland are, amongst others, companies from the food industry (FMCG) and from non-food industries, such as manufacturers of chemicals products, dangerous goods, car manufacturers and others.

A network of distribution centres with a total area over 250 000m² gives employment for several thousand people. The Raben Group offers its customers competitive advantage by providing reliable customer-tailored solutions. This approach helped Raben to meet the needs of the most demanding customers and to become the market leader in Poland.

GS1 standards are indispensable in the operations of Raben Group.

Improved warehouse operations

From 2002 to 2003, The Raben Group introduced automatic data identification in the process of receiving goods and shipments into the warehouse. It is based on the use of GS1 EANCOM messages, or alternative exchange of information by email, and the use of the GS1

Logistics label. Manufacturers identify transport units with the GS1 Logistics label and send information to Raben electronically together with the physical despatch of goods to a warehouse. When goods arrive to the depot, the data is scanned and matched with information received from manufacturer earlier in electronic format. Thanks to introduction automation based on GS1 standards, Rabens group reduced the time for receiving goods in warehouse by 50% and significantly improved data quality.

The next step to adapt to the increasing customers' demand was to implement the Raben's Group GS1 logistic label, which is fully compliant with the GS1 General Specifications. For the first time it was used in 2005. Currently the company marks all the units compiled in warehouses with these labels and SSCC codes. Every day in several locations in Poland around 7,000 GS1 Logistics labels are printed. Thorough admission to the requirements of standards from the beginning of the process allowed the Raben Group to roll out implementation of the common template of GS1 Logistics Label with all their customers.

Traceability based on GS1 – solutions

The use of GS1 identification keys, such as SSCC and GTIN, together with Application Identifiers Batch Production number and Expiry Date, are the basis of the effective traceability system in the Raben Group. Serial Shipping Container Code (SSCC) is used in all warehouse operations. In addition, company identifies unique locations for each unit in the stock. All this data is captured and stored in the company's Warehouse Management System (WMS). Raben's group is proud to offer its customers robust Traceability system, based on the GS1 standards, advantages of the WMS and automatic data identification using radio frequency wireless scanners/terminals.

GS1 standards in transport

Integrating Raben's Warehouse Management System (WMS) with the client's systems is extremely important to any contract concerning logistic services. Accurate data exchange brings tangible benefits to both sides. Introduction of Automatic identification and data capture (AIDC) reduced manual work and improved data quality. Its use in all warehouse operations allows customers to track and trace their shipments on every stage of delivery and provides them with the real time update on the stock availability and movements in the supply chain. Thanks to the use of AIDC and scanning the labels, time between the physical unloading of goods and their availability for sale, is reduced to a minimum. Raben's group offers high level of flexibility in communication with its Customers. Often they use the standard GS1 XML in integration between the Raben Group WMS and the Clients' ERP systems. The Raben Group has also implemented transport message IFTMIN with external transport partners and messages DESADV for customers. By using GLN numbers, which are used to identify their specific locations, the flow of messages is perfectly controlled.

Eurologistics Project

Use of GS1 Standard helps T&L operators in the development and expansion of offering their services. Particularly essential are in the project in the field of Eurologistics. Globalisation, the opening of borders and leadership in the region of the Central and Eastern Europe allowed Raben Group to open a new distribution centre - Central European HUB (CE HUB) in 2010. It is located in Chorzow (southern part of Poland) and it carries out the



orders from the customers from Poland, Hungary, Czech Republic, Slovakia and Hungary.

The new distribution centre means the company can guarantee punctuality in terms of delivery times. In addition, using GS1 standards, including the application of GTIN, GLN numbers and EDI messages, means that despite the different languages used throughout the supply chain, communication from seller through to buyer runs smoothly. It was also found that the GS1 logistic label, which was previously used in national distribution, turned out to fully satisfy the requirements of foreign customers. SSCC number contained in the GS1-128 code enables full traceability in each of the countries subject to a common distribution.

The Eurologistics project was started for the first customer in CE HUB in Chorzów in the second half of 2010. The first phase of the project started with distribution within Poland and Hungary, after a few months, this was expanded to include the Czech Republic and Slovakia.

The project was successful on both sides and in recognition of this achievement, Raben Poland was awarded the prestigious Superior Customer Logistics Partnership Award.

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