



BABY FOOD
ALL-AROUND NO WORRIES

Milupa GmbH

Spoiling you with performance.



BABY FOOD ALL-AROUND NO WORRIES

Well packed: In the state-of-the-art equipped logistics centre the pallets are shrink-wrapped automatically.

The ZUFALL logistics group organises storage, picking and distribution for the Milupa GmbH. The partners jointly shoulder the enormous production growth in the area of the Sales Unit Bad Homburg and the Supply Point Fulda.

The customer

Already in 1921, Emil Pauly founded the “Friedrichsdorfer Zwieback und Nahrungsmittelfabrik Pauly” which later became Milupa. At the time, there were only three different products, today the range of products is huge. Milupa offers a variety of around 130 high-quality goods for babies and toddlers. The choice of products ranges from feeding-bottle food, milk pudding, teas and biscuits to special products for pregnant and breast-feeding women and even for premature babies and children with nutrition-dependant afflictions. Nearly 500 employees work for Milupa in Germany. Today, the company from Friedrichsdorf is part of Danone and sells around 40 million products in Germany per year. Source and further information: www.milupa.com

The figures and facts

- Number of items: 720
- Logistics space: 25,000 m²
- Number of pallet spaces: 28,000
- Shuttle-traffic tours from plant to logistics centre per year: more than 5,500
- Storage technology: Standard pallet shelves, 10 m clear height

The scope of tasks

Process:

- The Milupa GmbH sought a logistics provider in 2011, which would take on the storage of products, semi-finished goods and packaging materials for the Germany- and Europe-wide distribution.
- As further logistics tasks, Milupa also tendered the management of export goods shipment, the corresponding customs documentation and the processing of returns.

Good reasons for the ZUFALL logistics group

Trust:

- The trust placed in their brand's good name is of the highest importance to Milupa. It is a matter of the children's welfare. That is why Milupa demands particularly high standards from their logistics providers, an HACCP auditing and the gapless traceability of the shipments.

Expansion:

- Since the start of the cooperation, the volume of goods and raw materials moved by ZUFALL quickly grew. In the autumn of 2015, Milupa commissioned a new production complex at the Fulda site. The produced quantity of goods was thereby doubled.

The solution

Process:

- In close cooperation with their customer, ZUFALL selected a new logistics centre in Fulda-Rodges. It is located in close proximity to the Milupa production site.
- The proximity of the distribution site to the production leads to a clear reduction in CO2 emissions through the short shuttle-traffic.
- Speed and availability is guaranteed by ZUFALL through, among other things, pick-by-voice consignment, WiFi printers on the picking vehicles and fully-automated shrink-wrap machines.
- In the course of the cooperation, ZUFALL additionally assumed batch management, drafting documents, customs clearance and project-based communication with veterinary authorities.

Trust:

- complete traceability throughout the entire supply chain
- Auditing according to internal Danone directive
- Storage as per HACCP criteria, maintaining strictest hygiene regulations, comprehensive concept on preventative pest control
- Use of food-suitable H1 lubricants in the industrial vehicles and trucks
- Early extension of the cooperation through to 2018

Expansion:

- ZUFALL reacts to volume increases quickly and flexibly, connects additional storage sites and links these to the production. For the doubling of the production volume, ZUFALL created the necessary capacities by restructuring their own logistics sites.

Contract logistics requires a high amount of trust. After all, our customers include us as a part of their value chain. And that way we take part in the responsibility for the customer's satisfaction. As a family-run company, we are thus personally available for our customers. We inquire, listen closely and understand. At the same time, we approach you impartially and with great attention. Our customers rely on us because we understand their needs, challenge their processes and take our time for them. On this premise, we always find the best solution together. We competently and passionately develop proposals and ideas without being prompted, which simplify the work of our customers. And at that we are available to them in person and on site.



Sufficient capacity: The high-bay warehouse offers space for 28,000 pallets

Friedrich Zufall GmbH & Co. KG
Internationale Spedition

Detlef Hofmann
Key Account
Business Development Kontraktlogistik

Robert-Bosch-Breite 11
37079 Göttingen

P +49 551 607-142
F +49 551 607-277
M +49 172 5635016
detlef.hofmann@zufall.de

www.zufall.de