

# LOSCAM LEADER

*Your Pooling Solutions Partner*

ISSUE 24



Loscam expands  
**solution offering**



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## RD speak

In this issue we are again able to highlight some new product initiatives within Loscam Australia. On the back of the successful launch of our IBC unit - which continues to gain wonderful feedback from customers and continued investment - we have recently launched our new display pallets and beverage trays.

These latest product launches are the result of further strategic partnering with key customers to make the moving of goods throughout supply chain easier, safer and cost efficient. I was recently able to visit the fantastic team at Slades Beverages - our inaugural beverage tray customer - and was truly impressed with their desire to embrace innovation.

Their willingness to think outside the box is testament to the fact that Slades has traded for over 145 years. This is reflective of Loscam's desire to continue to innovate and is a key motivation behind our drive to further expand our product offering and provide the market a wide range of pooling solutions.

It's imperative that we also continue invest in our IT systems to support customers in managing our growing number of assets throughout the supply chain. This is increasingly important with more cross-border activity and so we're excited about upgrades to Loscam Online that will allow customers to take more direct responsibility for the day-to-day management of their accounts.

We also continue to see exciting stories from Loscam New Zealand with an official partnering with major retailer, Foodstuffs. This is an exciting step forward for our business as we make a serious market entry into the world of Returnable Plastic Crates.

Lastly, I enjoyed joining our customer service representatives from across the country at their national workshop in Melbourne recently. Bringing our teams together ensures we maintain our focus on delivering continued high quality customer service with consistency across our state-based local teams. Our state teams will be conducting local customer focus groups to ensure we are constantly engaged with you, our customers, in understanding ideas behind improving standards even further.

Daniel Bunnett  
Regional Director, Loscam Australia

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Solution Offering



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# Doing business at Baxters – Loscam's One Stop Shop Offering

BAXTERS FOODS AUSTRALIA SPECIALISES IN A RANGE OF MARINATED AND CHARGRILLED VEGETABLE PRODUCTS, SAUCES, CHUTNEYS AND MUSTARDS THAT ARE DISTRIBUTED TO MAJOR SUPERMARKETS NATIONWIDE.



Baxters Foods prides itself on bringing a taste of the Mediterranean to Australia. The business produces a range of authentic, high quality marinated vegetables and sauces using traditional family recipes and natural preserving techniques.

The range is produced at Baxters Foods' two hubs in Melbourne – at the Campbellfield site in the northern suburbs and in Huntingdale in the south-east. From there, products are distributed to major food stores including Coles, Woolworths, Aldi and to independent supermarkets and food processing businesses.



Robert Morton is Manufacturing Manager at Baxters Foods and is responsible for ensuring the production process runs smoothly and efficiently. Robert was previously Manufacturing Manager at Chobani yoghurt in Dandenong South and it is here that he first began to use Loscam's I6 IBC.

After moving to Baxters Foods, Robert introduced the I6 IBC in to the company's manufacturing and supply chain processes. He uses the containers to safely and hygienically store and stockpile products, such as mustards and crushed garlic, until he has enough to fulfil a full production run.

"I can mill the quantities required for a full day's production of filling and maintain the quality of the product. That wasn't possible before," explains Robert.

"I am now able to process quantities that can be packed off and then utilise our full labour force on the filling line at a later date. At the moment what I can mill in a day doesn't match what I can pack or fill – the milling process is slower than the filling process."

Milling is the process whereby, when making mustard for example, the mustard seeds are put through a mill to grind them to a certain viscosity. This process can see products lose their aromatics and flavours but the Loscam I6 IBC protects against this by sealing in flavours and aromatics.

"The barrier bags in the I6 IBC hold the aromatics that would otherwise be lost if stored in open vats or stainless steel tanks," says Robert. Baxters Foods IBCs also have a spear-type fitting that allows the barrier bag inside to be pierced and sealed again for later use.

**THE LOSCAM I6 IBCS ARE WELL-MAINTAINED AND A KEY FEATURE IS THAT YOU CAN STACK THEM AND THE INTERLOCKING LUGS ENSURE THEY DON'T SLIDE," SAYS ROBERT.**

"And they give me a better product, safely packaged to avoid contamination or the loss of the aromatics in our products."

Kingsley Williams, Loscam Sales Executive, says: "The Australian-made Loscam I6 IBCs are strong and robust and enables Loscam to offer a more customised solution to our customers. As with Baxters Foods and the introduction of the Loscam I6 IBC, we now have more of a one-stop shop relationship to offer many of our customers."





# Loscam Display Pallets and Beverage Trays – new soft drink solutions



Daniel Bunnnett, Loscam Regional Director and George Tan, Slades Director

## LOSCAM CONTINUES TO EXPAND ITS PALLET AND RETAIL READY SOLUTIONS WITH BREAKTHROUGH DESIGNS.

Slades Soft Drinks is an Australian success story. The company began in 1867 when Frederick Moneaux O'Neill and his brother, Thomas, began a soft drink manufacturing and home delivery business in Melbourne.

Then, they delivered to homes using a traditional horse and cart but the business has been quick to adapt to new times and to adopt new technology. Today Slades Soft Drinks continues to survive and thrive due to a similar philosophy.

Now owned by the Tan family and run by brothers Ben and George Tan, the manufacturing facility is stretched across 6,000 square metres of production site and warehouse in the

industrial suburb of Thomastown in Melbourne's northern suburbs.

Ben and George are constantly looking for opportunities to improve their business operations and it is never resting on the company's laurels approach that has been key to Slades' survival and growth.

Most recently, Slades worked with Loscam to see the introduction of Loscam's returnable Beverage Tray. The Beverage Tray is an ideal 'one touch' retail ready merchandising unit for carbonated soft drinks across multiple bottle sizes. It reduces product handling and labour costs at stores and reduces secondary packaging requirements for manufacturers. The Beverage Tray increases end-to-end supply chain efficiency, says Michael Donahoo, Loscam Head of Customer Solutions.

Michael says that in discussions with Slades, the company highlighted issues with their soft drinks shifting in transit resulting in unstable and tipped pallets arriving ALDI DCs and stores.

"With the product tipping in transit, pallets had to be restacked and often these pallets were returned to Slades. This was causing the company increased labour and transport costs," says Michael.

"They were also using increasing amounts of shrink-wrap around the pallets to try and avoid any tipping, which wasn't ideal. It was also a major concern to ALDI as their stock was not arriving in stores for sale as expected.

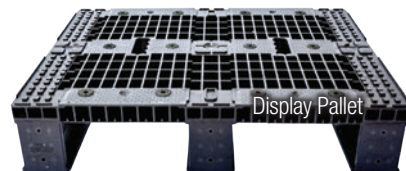
"So we let Slades know that Loscam had an alternate Beverage Tray and Display Pallet solution and offered to move into a testing process to see if this overcame the issues at hand. That trial was successful and so we have invested in a pool of Beverage Trays to supply Slades who then use those trays to supply their products safely to ALDI."

Loscam chose Beverage Trays designed by K Hartwall of Finland and supplied by RetailQuip in Australia, as they are a best in class tray used





At Slades



extensively throughout Europe, and they are manufactured locally in Brisbane.

"K Hartwall is one of the biggest suppliers of Beverage Trays in Europe. We had visited their operations in Finland and talked to them to understand how the trays are designed and why they are designed in that way," says Michael.

"The supplier has a quality reputation and the volumes of their trays operating through Europe meant we knew it was a proven product."

The trays are unique in that they can support 1.25L, 1.5L, 1.75L, 2L and 2.25L PET bottles, they are light weight, durable, easy to handle for store teams and provide easy access for shoppers.

George Tan says previous issues were due to the fact that previous beverage tray designs locked bottles in to the tray from their base, so bottles had to be of the right base design and size to fit securely in the trays.

"Loscam came up with a beverage tray that locks in from the top of the bottle, rather than the base, and this allows us more flexibility to use the same trays to fit bottles from 1.25litres to 2litres," says George.

"And with the previous trays, when we stacked five layers of bottles on a pallet, we'd see a zigzag movement in the pallet. So bottles at the bottom were moving to one side and then that pallet couldn't be transported until it was fixed.

"Michael said Loscam could help us with our issues and explained that the new Beverage Tray was similar dimensions but the lock-in mechanism being at the top would be more flexible.

"With the previous trays we'd get more than two issues every month in transit – we'd then have to re-load and re-stack and re-wrap every pallet in the truck. With these new pallets and trays from Loscam we've had almost 100 per cent success rate in the past two months," says George.

"We have no complaints."

The key design feature of the tray is that it is designed to move from side to side in transit, so it does move and sway with the truck, but it self-corrects and does not tip.

"The display pallet and Beverage Tray solution even survived intact after a load travelling to Perth were on board a train when it was derailed," says Michael.

Michael says the win-win result is an example of Loscam listening to and working with its customers.

"A customer had a problem, we listened and thought we could do something to help them out and find a solution," he says.

"We've budgeted capital investment to support the growth of Slades and ALDI in the market and hope to expand the solution further."



# Investing in I.T to improve the Loscam Customer Experience



Patrick Tam,  
IT Director

IMPROVEMENTS ARE COMING TO LOSCAM ONLINE AND HMS UNDER THE WATCHFUL EYES OF LOSCAM'S NEW IT DIRECTOR, PATRICK TAM

**LOSCAM** Online



Loscam Online is a vital link between Loscam and its customers. The online system allows customers to process transfers and IOUs and to view, retrieve and analyse data relating to their Loscam accounts as, and where needed.

Similarly, Loscam's Hire Management System (HMS) serves an important function for creating and storing data and documentation for all unit movements.

Both systems have recently been upgraded to enhance what they can offer users.

For new IT Director, Patrick Tam, ensuring that Loscam's IT meets the business's needs and customer expectations is important to support continued growth and reputation.

"IT needs to balance the requirements of everyone within the organisation and of our customers to ensure our systems are high quality and effective," says Patrick.

"We operate in different regions, such as SE Asia, China, Australia and New Zealand and those regions have different requirements. We have to align and balance those IT requirements and take into account different processes within regions, too.

"We constantly look at how we can better serve our customers and I think that focus on customer service is what differentiates us from our competitors. That is why we have introduced these latest changes to Loscam Online and HMS."

**THE MAIN FEATURE OF LOSCAM ONLINE IS THE OPTION TO NOW PERFORM AN ELECTRONIC RECONCILIATION OF MONTHLY INVOICES, RATHER THAN DOING THIS MANUALLY**

"Enhancements in Loscam Online will deliver efficiencies to customers with managing and reconciling their Loscam accounts," says Mandy Paydon, Key Accounts and Customer Service Manager.

All transactions, once processed, will automatically upload into Loscam Online and cross-reference against transactions that have been keyed by the customer, providing an exceptions report. At this point customers can accept or reject the transactions.

"Some other beneficial features are that customers will now manage their own Loscam Online profiles and users and transfers on and off can be keyed which assists with the reconciliation function," says Mandy.

"Multiple product types can be created on one transfer docket, equipment ordered will default to the users preferred Loscam depot and the option has been added to select a docket prefix and suffix.

The layout of the Loscam Online system has been aligned to the Hire Management System

so the menus and options are the same, too.

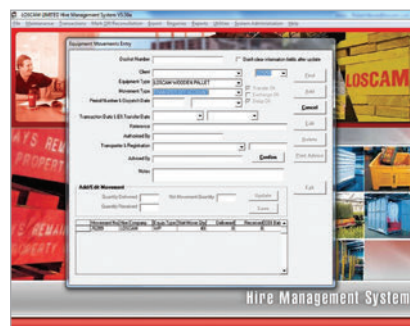
Donna Richardson, Loscam's Commercial Manager, says many of the Loscam Online and HMS changes are a result of customer feedback.

"We've run Loscam User Group sessions and have taken onboard feedback to add to the project plan for IT development," says Donna.

"Customers are looking for more regular reconciliation and control of assets at the point of hire and they want to make that reconciliation process easier. These IT changes are helping to control the security of our assets and are also assisting customers to administer their own accounts, to control access to their own information and to make sure that information is up-to-date."

Training sessions will be provided for customers with a supporting manual as a reference guide.

"We are always working with our customers to serve them and to provide the kinds of IT solutions they need," says Patrick.



Loscam User Group session, March 2014



# LOSCAM RPC's – the right stuff for Foodstuffs

**FOODSTUFFS NORTH ISLAND AND LOSCAM HAVE JOINED FORCES TO ENHANCE THE DELIVERY OF FRESH PRODUCE**

Foodstuffs is a New Zealand owned and operated grocery distributor, the largest of its kind in the country. The business began in 1922 when the first Foodstuffs co-operative was formed in Auckland. Similar ventures were then set up in Wellington, Christchurch and Otago with the co-operatives all adopting the Foodstuffs name in 1935,

Foodstuffs North Island Limited now covers the entire North Island and employs more than 1,900 people. The business supplies 98 New World, 40 PAK'nSAVE and 205 Four Square owner-operated retail supermarkets, as well as 55 Liquorland stores, three Write Price and two Shoprite stores. Foodstuffs North Island also counts wholesale foodservice brand, Gilmours and Toops, amongst its brands.

The North Island has four distribution facilities, including a 10,000m<sup>2</sup> purpose-built temperature controlled facility at Auckland's Airport Oaks. Meanwhile, the distribution centre in Palmerston North caters to all of Foodstuffs' dry goods distribution requirements in the lower North Island. The 35,000m<sup>2</sup> state-of-the-art facility has a fully automated and retrieval system and holds the equivalent of 30,000 pallets. It mostly operates 24-hours per day and distributes more than 600,000 pallets each year.

Recently Foodstuffs North Island and Loscam New Zealand joined forces in a new initiative that focuses on delivering a best in class packaging solution for fresh produce.

The packaging includes Loscam's leading Active Lock produce crates and rising floor bins that enable produce to be handled less as it passes through the supply chain and increases the efficiency of in-store replenishment. It is one of the many collaborative initiatives by the Foodstuffs North Island organisation to streamline supply chain activities to enable them to offer shoppers the freshest produce in New Zealand.

"Standardising packaging within our fresh supply chain has been a priority for us," says Vaughan Grant, General Manager Supply Chain, Foodstuffs North Island.



RPC's in DC

"Ensuring we present the freshest produce in the fastest and safest manner possible to our customers is a factor that will position us to stay at the forefront in this sector."

Hans Wouters, Loscam's National Manager for Produce Solutions, says Loscam is excited about extending its relationship with Foodstuffs into the fresh produce sector.

"We are very much looking forward to investing in the innovative crate solution, and in simple administrative processes and crate wash facilities across the country to deliver a world-class returnable crate solution," says Hans.

"Our crates and bins will enhance the supply chain process and we see lots of opportunities to bring choice to the wider produce sector over the coming years."



Active Lock Produce Crate (RPC)

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**LOSCAM**



## News Briefs:

### A focus on Customer Service

#### Loscam Australia held its first National Customer Service workshop in February 2014.

It was an opportune time with the upcoming Loscam Online and Hire Management System enhancements for the team to review how Loscam can continue to improve the service and support provided by the Customer Service team.

One of the focal points covered off at the workshop was the streamlining of the rejection and correction processes as part of the system enhancements being released in 2014. These enhancements will have a positive impact on Loscam's Customers and will enable the Customer Service team to continue to proactively engage with Customers and deliver exceptional service and support.



Loscam also had the pleasure of two valued customers at the conference to discuss the challenges they face in their roles, the support of the Loscam Customer Service teams and also offer suggestions on how we can continue to improve in the future.

The conference was a success with a number of projects and objectives set by the Customer

Service team. These will ensure consistency, ongoing measurable improvements, efficiencies in the management of Loscam accounts and exceptional service from Loscam Australia.

Any changes will be communicated with customers, as they progressively roll out.

## LOSCAM a key part of display pallet working group



The Australian Food and Grocery Council (AFGC) represents the country's food, drink and grocery manufacturing sector. The organisation's aim is for Australia's food, beverage and grocery manufacturing industry to be 'world class, socially responsible and competing profitably domestically and overseas'.

One initiative to help the AFGC achieve this goal is the formation of a display pallet working group under the auspice of Efficient Consumer

Response Australasia (ECRA). ECRA's role is to bring retailers and suppliers together to look at how efficiencies can be achieved in the supply chain.

Members of the working party include the retail industry, suppliers and major returnable packaging providers, including Loscam.

"The working group is looking at developing an industry tool kit for display pallets," explains Samantha Blake, AFGC Director of Industry Affairs.

"We became aware that both major retailers in Australia were looking to introduce a display pallet and we're keen to make sure that whatever is introduced could be standardised across the major retailers to avoid complexities in the supply chain."

The working party has developed an industry toolkit that includes an overview as to why display pallets are being introduced, what is currently available in the marketplace and what companies need to consider when deciding what products to put on display pallets to move them through supply chain.

"Where display pallets will be successful is where the retailer, the supplier and the pallet provider work collaboratively to get a win, win, win solution," says Samantha.

Michael Donahoo, Loscam's representative on the working group said "our key challenge is to ensure a balanced approach to the discussion so that the benefits of standardisation feed through to all parties."

**Come and Hear  
Loscam Speak and  
Visit our Booth at  
the coming events**



24-26 June 2014  
Vladuct Events Centre  
Auckland, New Zealand