

Leading global chemicals producer's journey to optimizing warehousing operations

Fueling efficiency and optimizing supply chains for Lubricant products



Summary

The logistical heart-beat of a global energy empire

Behind the scenes of the well-organized flow of products fueling industries worldwide lies a crucial logistical backbone: warehouse management.

Streamlined operations, enhanced efficiency

To ensure seamless operations and to meet the demands of an ever-changing market, where efficiency and agility are paramount in navigating complex supply chains - a global player in the Oil and Gas industry partnered with Rhenus.

14+ years
partnership

4 countries
Germany, Poland, France, Spain

45,000 sqm
storage space in total



Solution

A cooperation that fits it all: different services, one solution

Dangerous goods storage, proximity to major production sites and cost-optimal solutions: in light of these objectives, our customer decided to make a strategic investment in solutions that optimize operational efficiency. Partnership with Rhenus has allowed the integration of diverse services into a cohesive solution. Leveraging central Distribution Centers as the logistical backbone for customer operations, Rhenus ensured uninterrupted production output, flexible, cost-effective storage solutions, and consistent product availability in the various markets.

During the 14 years of partnership, Rhenus has proved a reliable partner, even in challenging times.

Business continuity, order management, transparency and flexibility have led to mutual growth.

By taking advantage of Rhenus' rich expertise, our business partner has avoided the difficult task of obtaining and maintaining storage licenses and has been able to navigate the complex Seveso Regulations with ease.

The use of multi-user warehouses has made the supply chain more flexible, enabling the customer to quickly respond to changes in the market. Additionally, this collaboration has helped to minimize costs while providing a high degree of transparency, setting the stage for continued success.



Challenges

The power of long-term partnership

Throughout its journey, our business partner has faced several challenges, each with unique hurdles to overcome. The need for deep cost transparency, which was vital for navigating volatile market landscapes and ensuring business continuity amidst the unprecedented disruptions brought about by the pandemic, proved to be challenging issues. Moreover, unforeseeable shifts in order patterns and volumes added complexity to operational planning. These challenges significantly impacted customer's operations, especially when compounded by external factors such as geopolitical tensions like the Russian and Ukraine war, security threats such as attacks

on vessels in the Red Sea, and labor shortages. These factors collectively exerted immense pressure on global supply chains. Amidst these trials, the enduring long-term partnership between us and the customer emerged as a beacon of resilience and adaptability.

The trust and collaboration provided the foundation for successfully navigating through turbulent waters

Both parties demonstrated flexibility and commitment to ensure continuity and sustainability, adjusting strategies and operations in response to evolving circumstances.

Journey


Tactical Distribution Network consolidation

With a strategic focus on its core competence of producing and selling lubricant products, our customer embarked on a mission to optimize its supply chain. The journey involved acquiring storage capacities proximate to production facilities, and streamlining operations for enhanced efficiency. With Rhenus as a logistical partner, the customer was able to consolidate its distribution network. The goal was to focus on central Distribution Centers to reduce complexity and ensure a seamless flow of products throughout the supply chain. This strategic approach helped our business partner to improve its competitive edge by delivering superior service

to its customers while maximizing operational effectiveness. The strategic alliance unlocked the opportunities for the customer, paving the way for streamlined operations and enhanced efficiency.

Our customer benefited from a reliable and cost-efficient logistics service that supports its business

Finally, integral to this success was the implementation of Rhenus WMS, tailored to meet customer's specific needs. Together with passion, we helped our business partner set the standard for its success and drive transformative change.



Rhenus services are crafted with customers' evolving needs in mind, offering flexibility to ensure we consistently exceed your expectations.

Conclusion

The power of strategic partnership with global reach

Our partnership with the global chemicals producer is a great example of how collaboration can lead to significant progress towards shared goals. Through the Rhenus Global Account Program, our customer benefits from unparalleled support and innovation, ending up in customized solutions in Europe and beyond. In the past, the partnership extended for several years of collaboration in India, during which Rhenus provided crucial distribution services for fuels, contributing to the smooth operation of customer's business in the region. Rhenus was recognized for its dedication to excellence through multiple awards for

outstanding Health, Safety, Security, and Environment (HSSE) performance, reflecting our commitment to upholding the highest standards of operational integrity and safety. The recent letter of understanding between the customer and Rethmann Goup highlights our mutual commitment to environmental responsibility, reflecting a shared vision for a sustainable future.

Our collaboration is fueled by our shared commitment to excellence and mutual values

Overall, Rhenus logistical services are designed to adapt flexibly to the shifting demands of our valued customers, ensuring seamless operations and great satisfaction.





Who we are

The Rhenus Group — Our global presence

The Rhenus Group is one of the leading logistics specialists with global business operations and an annual turnover amounting to EUR 7.5 billion. 40,000 employees work at 1,320 business sites and develop innovative solutions along the complete supply chain. Whether providing transport, warehousing, customs clearance or value-added services, the family-owned business pools its operations in various business units, with customers' needs remaining the major focus at all times.

1,320
locations worldwide

40,000
dedicated employees

7,5 billion
annual turnover

Together with passion

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