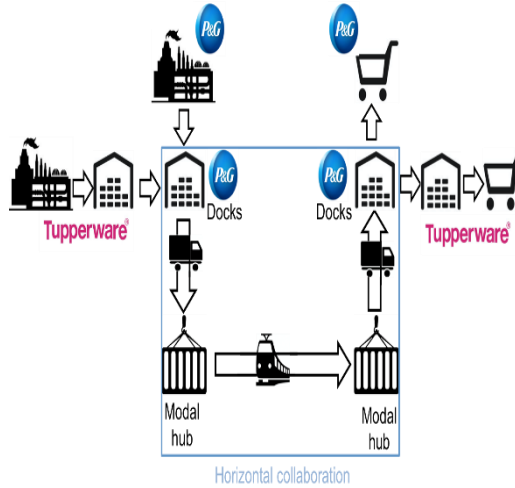


Horizontal collaboration in Logistics: The case of Procter and Gamble and Tupperware



Quick info

Organizations
Procter and Gamble
Tupperware
CO3 consortium

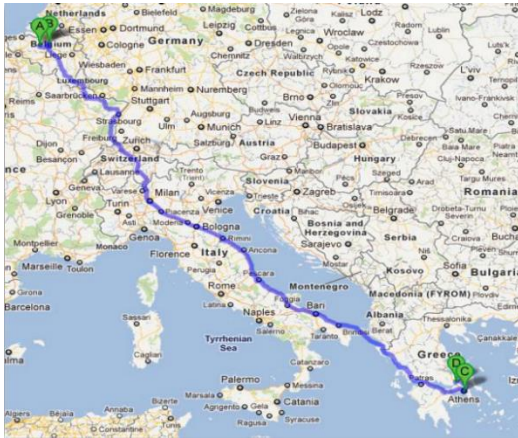
Timeline
Since 2011

Geographical scope
Shipments from Belgium to Greece

Funding
European Union's 7th Programme

Main results
1st year savings:
- 17% transportation costs
- 150,000 trucks-km
- 200 CO2 tonnes

Links
<http://www.co3-project.eu/>



The Challenge

P&G shipments of detergents was using 95% of the maximum weight capacity of the vehicles but only 50% of their volume capacity.

Case overview

According to P&G view, horizontal collaboration seemed to be an interesting alternative able to increase the potential of load consolidation, by synchronizing transport orders from different shippers.

Relying on the framework provided by CO3 project, P&G selected Tupperware as its partner in the horizontal collaboration project. Tupperware also had manufacturing facilities and distribution centers in Belgium and was sending plastics boxes to Greece using trucks that were filled around 80% of the maximum

volume of the vehicles but only 30% of its weight capacity.

With the horizontal collaboration solution, Tupperware boxes were sent to P&G distribution centers where the cases were placed on top of P&G palletized detergents. The bundled cargo was shipped together by train to Greece from where each shipper distributed its products to final customers.



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