



Akzo Nobel

Supporting Akzo Nobel Decorative Paints for over two decades

The Client

A staggering 50 million households around the globe use Akzo Nobel coatings every year – a figure which represents some 95% of the world's population. Akzo Nobel are one of the world's leading industrial companies, manufacturing in 24 countries and employing over 15,000 people. As an organisation, its ambition is to continue to lead the industry and deliver excellence in all its operations, standards and business dealings.

The Challenge

- ◆ In the late 1980's Akzo Nobel Decorative Coatings (then ICI Paints) operated a large number of very small depots and distribution centres across the UK.
- ◆ At this time, the only requirement was a haulage partner within the UK.
- ◆ TDG was offered a contract to simply transport finished paint products from depots to customers' doors across Scotland.
- ◆ Over time, the Akzo Nobel Decorative business has evolved and grown at a pace.
- ◆ With this success, an increasing number of new supply chain challenges have presented themselves, and for TDG - a supplier which had already proved its reliability and growing capability - the relationship has grown with Akzo Nobel's increasing needs.

The Solution/Benefits

- ◆ The UK distribution network centres around two warehouse locations: one in Goole (North East) the other in Stowmarket (South).
- ◆ Each warehouse comprises some 190,000 square feet of storage and typically houses around 22,000 pallets of stock.
- ◆ The dedicated TDG team totals nearly 500 individuals, including warehouse operatives, drivers & customer service teams.
- ◆ TDG's Akzo Nobel distribution network comprises a fleet of 82 vehicles, transporting 285,000 tonnes of coatings per year from manufacturing centres to end customers.
- ◆ The UK distribution network is also responsible for carrying accessory products which have been sourced and transported from China via TDG's E2E supply chain operations.
- ◆ TDG picks around 59 million tins of paint per year for Akzo Nobel. To ensure consistent service levels TDG utilises modern voice recognition technology in order to achieve maximum accuracy in the shortest time.
- ◆ Year after year, TDG deliver significant cost savings. Accuracy KPI's are now at 99.8% or above and on time delivery at 99.9%: both clear indications that TDG's support makes a significant contribution to Akzo Nobel's customer advantage in the marketplace.



"We previously incurred costs of around £200,000 per year to dispose of cardboard and polythene waste from our Dulux Decorator Centres. Now the TDG fleet which delivers to the entire network of Akzo Nobel trade and retail outlets also picks up this waste, processes it back at the depots and then sells it on for recycling. As well as saving money, this initiative also reduces empty miles travelled – two reasons why it helped them to win both the ICI Paints Sustainability Award in the UK and the global Chairman's Award."

Peter Lidstone, Supply Chain Director, Akzo Nobel Decorative Paints