



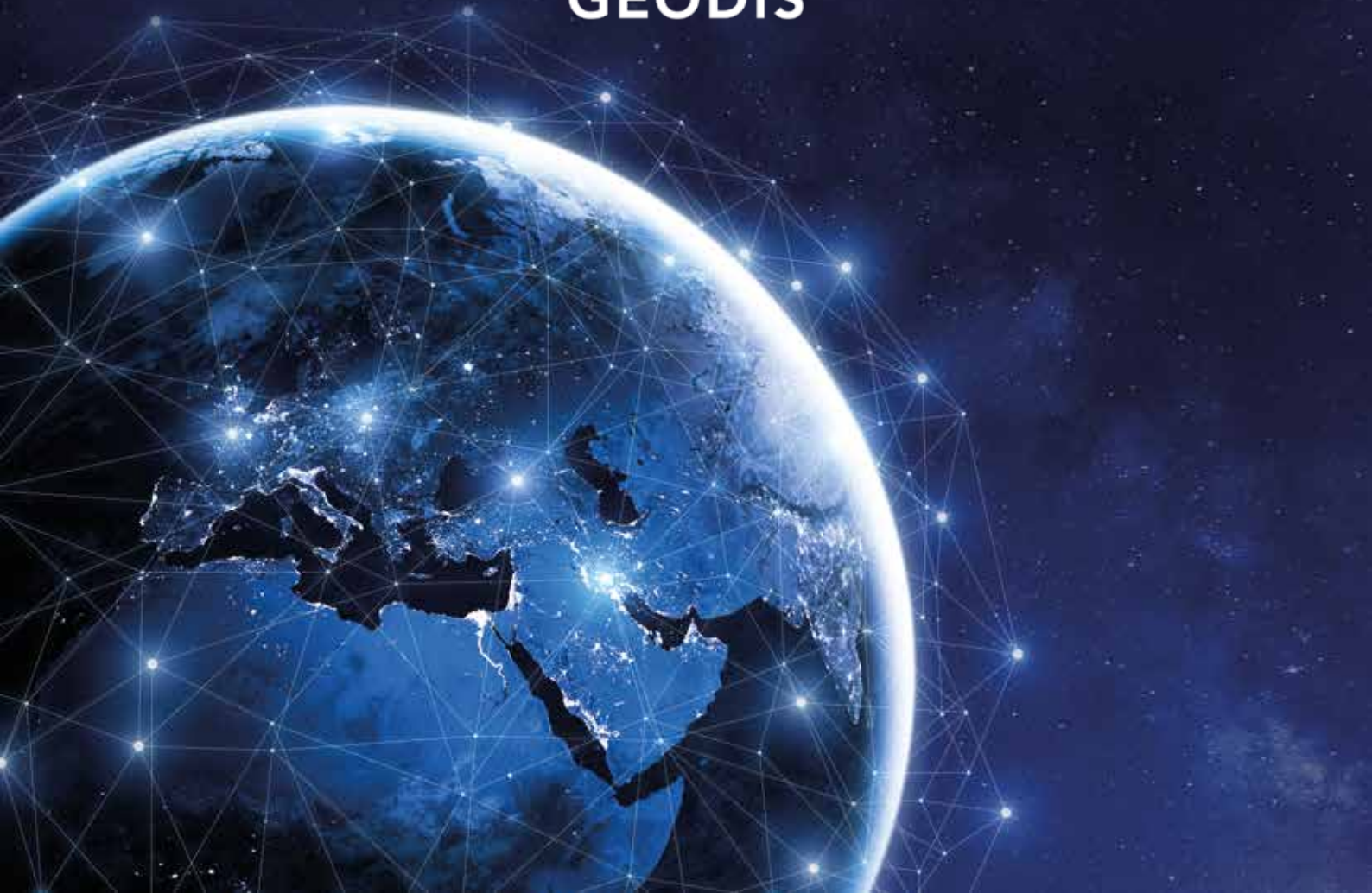
Simplifying a complex temperature-sensitive supply chain

The impact of a collaborative approach

Created in association with



GEODIS



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CHAPTER 1

Case study: replacing the existing thermal packaging solution

SITUATION

A major pharmaceutical manufacturer with an important, temperature-sensitive oncology product needed to ship the product within a complex supply chain. The drug is manufactured in the UK and has over 30 shipping lanes to Asia-Pacific; Middle East and Africa; Latin America and North America.

CHALLENGE

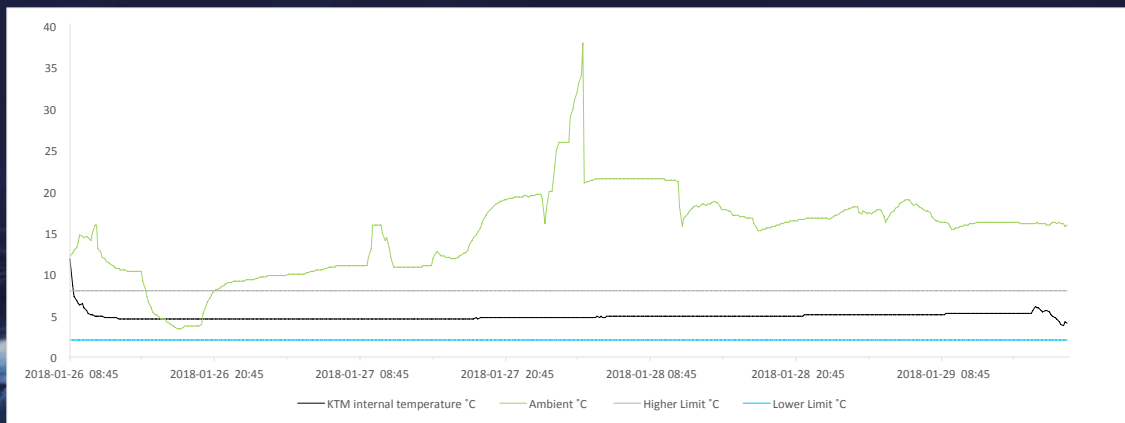
The client faced several challenges regarding the transportation of this oncology treatment that, combined, posed a high risk to product integrity. First, the packaging required a unique pallet size, as the EU drug pallets being used were slightly taller than the standard size. Second, temperature excursions were frequently being experienced with the existing active solution. In addition, there was a need to improve packaging availability and lead-time to supply. A desire to reduce costs was also a factor in selecting the right thermal packaging solution. There was a further issue to consider, as a 3PL (GEODIS) was responsible for the transportation. As such a strong and transparent partnership between the provider of the thermal packaging and the 3PL was necessary for a robust supply chain.

SOLUTION

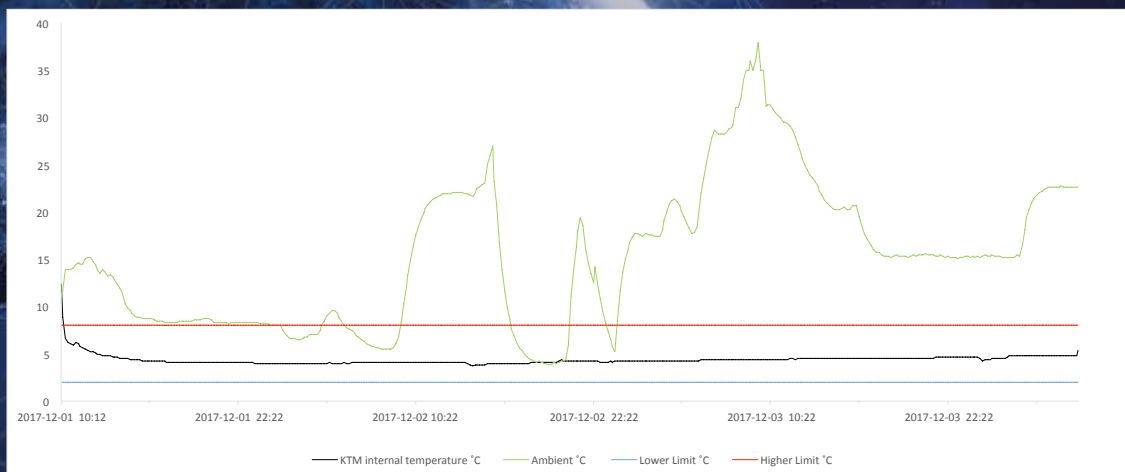
The pharmaceutical manufacturer and GEODIS assessed a number of solutions against preset criteria and chose TOWER's KTM range of passive thermal shipping containers. The KTM container range led across all criteria, including maintaining temperature and ensuring product compliance, ease-of-use, lead-time/availability and price.

This partnership has been a success, resulting in a KTM hub being located at the GEODIS facility in Manchester to support availability and to maximise compliance times.

Temperature graph of a journey from the UK to Singapore



Temperature graph of a journey from the UK to India



CHAPTER 2

Interview: identification and implementation of a new thermal packaging solution

Tony Doyle, National Account Manager, GEODIS



1. What was GEODIS' role in the overall project?

“My role was assisting the pharma client to examine alternative passive solutions to handle their cold chain products at 2-8 °C for global distribution. GEODIS has had a close relationship with the client for over ten years so, naturally, we worked together closely on this tender for a temperature controlled shipping solution. As GEODIS is now GDP-accredited with the MHRA, we were able to bring additional knowledge and experience of regulatory GDP requirements to the selection process.”

2. How did you work in partnership to test the range of alternatives vs the incumbent packaging system?

We worked collectively to trial five different passive solutions across the same criteria:

AVAILABILITY

Availability was particularly important as the incumbent solution had a lack of supply in the UK at certain times of the year, which presented some challenges.

HANDLING

Whether it was as preassembled or self-assembly, we were looking for a simple solution that would easily fit into the current supply chain operations

TEMPERATURE PERFORMANCE

The containers were sent for trial shipments with products on typical shipment lanes and the temperature performance was recorded and observed.

LEAD TIME

We were looking to reduce the current lead time of four days without having to incur express service charges. In conclusion, the KTM range from TOWER Cold Chain Solutions scored the highest on all of these criteria and was the optimum solution for the pharmaceutical client's needs.

PRICE

This was a huge variable as some containers we tested were consumable and others single use

In conclusion, the KTM range from TOWER Cold Chain Solutions scored the highest on all of these criteria and was the optimum solution for the pharmaceutical client's needs.

3. How has integration of the KTM been for your staff across all shipping lanes?

At GEODIS, the operators and warehouse operatives were given some basic training from Neal Cullen at TOWER, from how the KTMs work through to the booking systems, pricing template and conditioning. The staff have been really motivated by this training. They are now more involved in the preparation and conditioning, the team feel part of the process so integration has been really seamless.

4. What impact have the resulting process improvements had on the supply chain?

From January 2018, we started to stock the KTM containers at GEODIS Manchester, acting as a “holding station” which has resulted in dramatically reducing the lead time for the client’s cold chain. We now have a unique offering that our team can demonstrate with potential new customers, in that we can actually offer a “same day” availability of a KTM unit for their cold chain products if required. I believe no other 3PL can offer this service currently. We were looking for a simple solution to keep the product within 2-8°C throughout the supply chain and that wasn’t reliant on other elements such as dry ice or batteries and we found it in TOWER’s KTM containers.



5. What is the biggest lesson learnt from this whole process?

From my personal point of view, the process of trialing various passive solutions has given me a greater insight of what different products are on the market and they come in all shapes and sizes. Some are difficult to use and have to be put together from flat pack form, whereas, for others, it was a case of ordering the product, it turns up conditioned and ready to use.

Another key lesson for me was the fact that finding a solution wasn’t down to one person or one part of the business. It was a true collaboration between the shipper, us and the container provider. This collaboration, coupled with the scoring system we implemented, ensured that the final decision was robust and we have proven that it worked.

CHAPTER 3

Insights from the project partners



Niall Balfour
Managing Director,
TOWER Cold Chain Solutions

“In order to fully and seamlessly integrate the KTM into the pharma client’s supply chain it was critical to understand the priorities and requirements of all parties from the very beginning of the project; clear communication was critical. We also set out to build confidence and knowledge with the GEODIS team on the ground so that they could effectively manage the KTM systems and growing demand. As a result, GEODIS has now established a local service centre in Manchester, where conditioning of the PCM plates takes place, resulting in a shorter lead time.”



Tony Doyle
National Account
Manager, GEODIS

If a pharmaceutical company with cold chain products decided to design an affordable “passive” solution for their global distribution, I believe KTM would be the blueprint”.

Richard Dudbridge

Global Sales Manager,
TOWER Cold Chain Solutions



“The main factor that has made this partnership with GEODIS a success is clarity, around their and their clients’ objectives. In addition, candid feedback and effective communication have led to a relationship built on trust and confidence. It has certainly been a team effort for a team result!”

Pete Parker

Warehouse Supervisor
GEODIS



“We’ve been able to switch over the KTM passive containers really easily as a result of easy-to-follow SOPs and comprehensive training. The KTMs are already assembled and very easy to load, making integration into a complex supply chain seamless.”

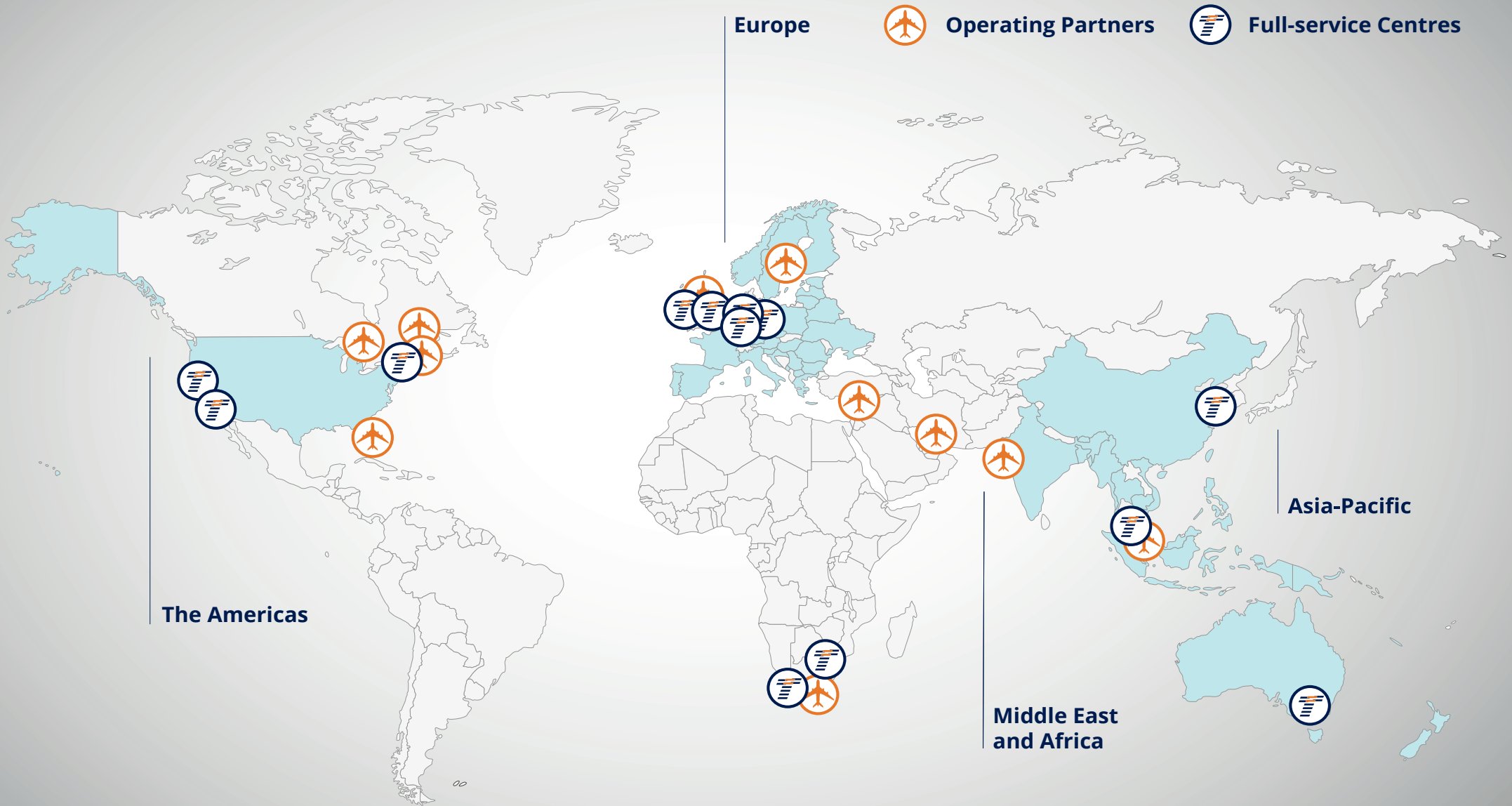
The KTM systems have had a significant impact on our day-to-day operations. There is evidence of efficiency savings and I’ve been able to expand my skillset and gain even more insight into the overall supply chain through the tracking and app system.”



Simon Smith

Warehouse Operative
GEODIS

Your global distribution network



About Tower Cold Chain Solutions

TOWER Cold Chain Solutions' range of passive KryoTrans® thermal containers provides a solution to reduce the total cost of shipping. The KryoTrans® range is not only flexible but extremely robust and based on a passive system that effectively eliminates any risk of human error once conditioned to the required temperature. TOWER provides a developing global infrastructure, with hubs creating a flexible service across Europe, the US, Asia-Pacific and the Middle East and Africa.

TOWER's headquarters are based at Theale, near Reading, UK, less than 30 minutes west of London's Heathrow Airport. Its other hubs are in Philadelphia, Los Angeles, San Francisco, Amsterdam, Brussels, Dublin, Frankfurt, Manchester, Singapore, Shanghai, Melbourne, Johannesburg and Cape Town, all are supported by a global repositioning service that allows customers to take KryoTrans® containers into and from a wide range of global location.

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About GEODIS

GEODIS is a Supply Chain Operator ranking among the top companies in its field in Europe and the World. GEODIS, which is part of SNCF Logistics, which in turn is a business line of the SNCF Group, is the number one Transport and Logistics operator in France and ranked number four in Europe. The international reach includes a direct presence in 67 countries and a global network spanning over 120 countries. With its five Lines of Business (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express and Road Transport), GEODIS manages its customers Supply Chain by providing end-to-end solutions enabled by our people, our infrastructure, processes and systems.

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