

CASE STUDY

Speed to shelf: Streamlining FMCG logistics

FMCG leader reduces carbon footprint and costs with complete PSA BDP & PSA ecosystem offering

Challenge Summary

When a global FMCG leader faced tight timelines and complex logistics for high-value shipments, they turned to PSA BDP for a seamless solution. By transitioning from air freight to ocean freight and leveraging PSA's supply chain ecosystem, the client met their production deadlines, reduced costs by over \$500,000, and aligned with their sustainability goals.

The Challenge


A world-leading Fast-Moving Consumer Goods (FMCG) company reached out to PSA BDP, looking to secure a logistics provider for high-volume air freight shipments from Germany to Canada. The client had worked with PSA BDP globally in the past and trusted them for handling high-value, high-care shipments. However, this particular project had unique challenges, including stringent timelines and specific handling requirements. The cargo needed special crating and modifications on-site during loading, and there was zero margin for error—any delays could have halted the client's production processes.

The Solution

PSA BDP Canada's leadership took a proactive approach, meeting with the client on-site to thoroughly understand the project's scope and requirements. During this discovery phase, the client was particularly impressed with PSA International's acquisition of PSA BDP, most notably with the expanded capabilities offered.

By leveraging this strategic partnership, PSA BDP was able to design a customized logistics solution, effectively connecting the PSA terminals in Antwerp and Halifax to expedite the handling of cargo and shorten lead time. This gave the client enhanced confidence in PSA BDP's ability to execute the project seamlessly. As a result, they were able to shift from their initial plan of air freight to ocean freight, which offered greater cost savings without compromising delivery timelines.





PSA BDP engaged with project freight teams and collaborated with suppliers at origin, ensuring every detail of the operation was managed with precision from end-to-end.

Optimized Solutions Delivered by PSA BDP:

- Top stowage of containers at PSA Antwerp terminal
- Priority discharge of containers at PSA Halifax
- Deployed team drivers synchronizing deliveries across three different locations in Canada and reduce transit times

The Result

PSA BDP's comprehensive solution enabled the client to meet their tight project deadlines, ensuring that production timelines were maintained without any delays. Additionally, PSA BDP helped the client transition from air freight to ocean freight, which not only aligned with the company's global sustainability goals but also resulted in substantial cost savings. In the end, PSA BDP's efforts saved the client over USD\$500,000 in transportation costs, while also demonstrating their ability to handle complex, high-stakes logistics projects seamlessly.

Customer Benefits

- Ensured timely deliveries, avoiding delays that could halt production
- Significant savings of over \$500,000 in transportation costs
- Alignment with the client's sustainability goals by shifting from air to ocean freight
- Streamlined logistics processes, reducing time and number of hand-offs, resulting in greater operational efficiency
- End-to-end supply chain visibility of both logistics and information flow, ensuring greater control for the customer
- Safe and compliant handling of high-value, high-care shipments

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