



Matalan - excellence in execution

The key to success is the will to invest

Matalan is the UK's 'original value retailer' and the market they operate in means that an efficient and cost-effective supply chain is imperative. In order to deliver the service that Matalan required, Advanced was willing to take the commercial risk of investing in a new site and demonstrated their operational ability by executing the agreed plan.

"Our volume and requirement fluctuations created their own challenges, but Advanced dealt with them professionally and ensured service levels remained excellent."

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Need a complex facility up and running? No problem!



The Proposed Solution

Advanced sourced equipment and know-how from throughout Europe to achieve these objectives and installed the best quality equipment available. Data from this equipment was linked to Advanced's existing IT systems to enable reduced administration costs, enhanced data accuracy and increased consistency in terms of product quality. The technology was also chosen to allow for linking to the customers' IT systems to facilitate future gains, such as low cost picking, pre-allocation of stock, and call-off systems.

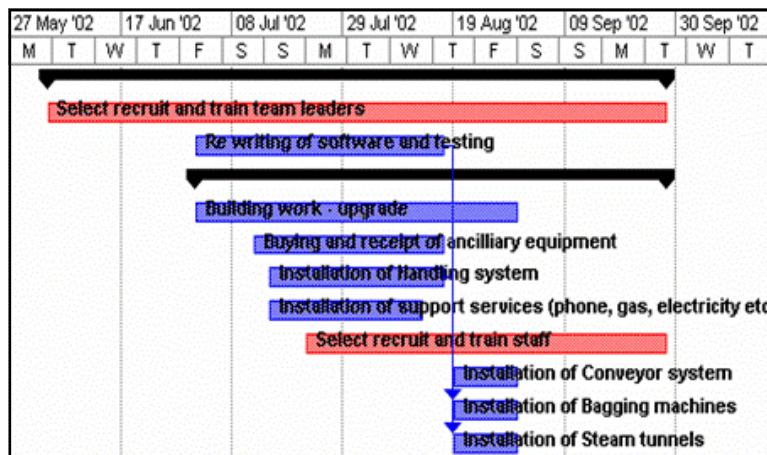
The Requirements

To provide a purpose-built state-of-the-art processing site at Holmfield (in Halifax) capable of being expanded from an initial requirement of 10,000,000 units up to 20,000,000 units as and when Matalan required. The challenge was to meet the following customer specifications within a very tight timescale:

- To have capacity online within 3 months of agreement.
- Improve processing quality.
- Reduce prices.
- Reduce other ancillary costs.
- Reliable throughput times.
- Provide low cost storage facility.
- Improve visibility of audit trail.

The Result

Advanced achieved the desired outcomes and the site opened for business on September 2nd 2002 at 50% operating capacity. Full capacity utilisation was available from mid October 2002 and the site was fully operational by January 2003, with good productivity being achieved and high quality levels. The final result was a very satisfied customer, with Advanced having proved its ability to react to a fast-moving situation and get a complex site operational in just three months. These levels of performance have been maintained in the years since, with no service issues recorded during the 2006 trading year.



Gantt chart showing the installation plan for Advanced's Holmfield facility