

DHL appointed to operate and manage Central Marketing Group's Distribution Center



Bangkok, DHL Supply Chain, the global market leader for contract logistics solutions, has been appointed by Central Marketing Group (CMG), Thailand's premier marketer and distributor of local and imported goods, to operate its warehouse in Samut Prakan province and manage its inventory of more than 500,000 stock keeping units from across 42 brands including Calvin Klein Jeans, Casio, Clarins, Lee, Topshop and Wrangler.

Kevin Burrell, CEO, DHL Supply Chain Thailand, Vietnam, Cambodia and Myanmar, said: "It is gratifying that Central Marketing Group, a top retailer in Thailand, has recognized our expertise and is leveraging on our innovative solutions to optimize their supply chain. We do not see ourselves as merely a service provider, but a strategic partner - we work with CMG to customize the best solutions based on their requirements to help them achieve their business goals. The opportunities for innovation are endless, and we are exploring future possibilities such as automated warehouses to further enhance operational efficiency and support customer future growth."

Under this partnership, DHL will manage CMG's logistics operations at its 12,000 sqm distribution center. Technologies such as a ring scanner, the Bluetooth lightweight wearable scanner, which allows quick barcode scanning while letting the staff keep both hands free for related tasks, as well as WMOS (Warehouse Management Operating System), a warehouse management platform, will be applied to improve operational effectiveness and cost efficiency. Overall warehouse performance, including stock picking accuracy and on-time shipment delivery, will be further improved after the implementation of these innovations.

The WMOS has seen DHL Supply Chain bring its proven know-how in lean logistics processes to CMG's warehouse and distribution operations, standardizing work processes and quality management according to global best practices.

Strategically located on Bangna Trad Road, the facility is in close proximity to the Suvarnabhumi International Airport and conveniently connected to roads to Bangkok and Chonburi, making it ideal to support customers with domestic and international supply chain operations.

Triprang U-nontakarn, Chief Financial Officer, Central Marketing Group, said: "Supply chain efficiency is hugely important for any business, especially in retail. We are therefore very happy to partner DHL, with its demonstrated track record, to take our logistics operations to the next level. We have been impressed with what we have seen since the partnership officially began in May, and look forward to further avenues for improvements and integration in the future."