



CASE STUDY  
**UNITOM**

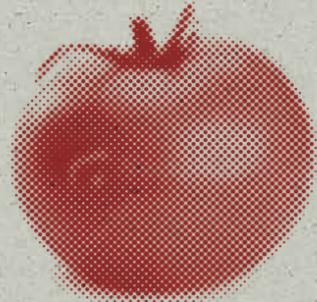
HOW WE HELPED UNITOM  
REDUCE DAMAGED GOODS AND  
MEET CUSTOMER DEMAND



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## THE CUSTOMER

UNITOM TRADE IN TOMATO PRODUCTS GLOBALLY AND IMPORT AND EXPORT PRODUCT IN STILLAGES AND DRUMS. THESE RANGE FROM TOMATO PASTE TO DICED TOMATOES IN VARIOUS GRADE SIZES. THEY CURRENTLY TRADE FROM THE USA TO EUROPE AND ISRAEL, BUT THEIR BIGGEST MARKET IS CHINA.

## THE BRIEF

ONCE A YEAR, UNITOM BUY THEIR ENTIRE CROP FROM THEIR SUPPLIERS AT A FIXED PRICE PER TON. AS A RESULT IT BECAME INCREASINGLY DIFFICULT TO ACCOUNT FOR VOLATILE SHIPPING COSTS AND ESCALATING FUEL PRICES.

Unitom were also experiencing issues with substandard packaging and damaged goods that were frequently rejected at source by the end user. What's more, some end users were unable to devan containers on site. The unpredictability of ocean freight also meant that Unitom could not offer the 'Just in time' solutions their clients needed.

## THE LOGICAL SOLUTION

AFTER ANALYSING AND IDENTIFYING THE CLIENT'S UNIQUE REQUIREMENTS, WE DELIVERED A BESPOKE, JUST IN TIME PLATFORM. UNITOM HAS CUSTOMERS IN BOTH THE NORTH AND SOUTH OF THE UK, SO, WE ARRANGED FOR PRODUCT TO BE SHIPPED VIA FELIXSTOWE FOR SOUTHERN CUSTOMERS AND TEESPORT FOR NORTHERN CLIENTS.

We additionally provided a convenient warehousing solution for each that could rapidly shunt and devan containers. This enabled Unitom to quickly meet sudden demand. To reduce end user rejections, we established a system of quality checks that identified problem loads and where necessary reworked product to prepare it for entry into the food chain.

## THE RESULT

IN ADDITION TO BUILDING A STRONG WORKING RELATIONSHIP WITH UNITOM WE ENSURED THAT:

- Rejections caused by damaged packaging or presentation of their product were reduced by 100%.
- Product was always available to meet client demands.
- The entire process became more predictable and where possible, operating costs were fixed.

unitom



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B  
LOGISTICS MADE LOGICAL

## WHAT OUR CLIENT SAYS

"Unpredictability was a constant problem before we began working with the PD Portcentric Logistics team. Their Just in time solution and ability to minimise rejections has made our supply chain considerably more efficient and more reliable – allowing us to consistently meet client demand."

Sérgio Cunha  
Logistics Director  
Unitom

## WHAT WE SAY

"Our ability to effectively coordinate operations in both the North and the South of the country was key to establishing Unitom's network. By establishing dedicated warehousing facilities and improving supply all year round, we were also able to provide the company and their customers with a reliable buffer against unpredictable shipping costs and fuel prices."

Paul Bramley  
General Manager  
PD Portcentric Logistics

