

UNYSON LOGISTICS CASE STUDY



Western Container Corporation is a high performance company dedicated to being the premier manufacturer of PET containers for the Coca-Cola Bottling System. The company was established in 1979 by a group of Coca-Cola Bottlers who acted on the need to offer a central distribution point and a reliable source of high quality low-cost plastic bottles. Western Container has 7 manufacturing plants, located in the states of Mississippi, Texas, Arizona, California and Washington. The company utilizes 34 injection molding machines and 32 blow molding machines at these 7 facilities, and has annual production of approximately 5 billion bottles and 6 billion performs. For more information, visit www.westerncontainercoke.com.

BUSINESS CHALLENGE

Operating in 24/7 JIT environment for 7 production plants is challenging enough, but add in the requirement of 99.0% on-time deliveries and you have an even tougher environment to contain transportation costs and provide management with visibility to costs and service performance.

To remain competitive in today's market place, the executive team at Western Container understood their need to explore external options to achieve their following goals:

- Leverage their network large load volumes to achieve the most favorable pricing.
- Transition freight payment to a third party.
- Increase internal visibility and integrity of transportation costs.
- Improve visibility to actual on-time delivery performance.

UNYSON SOLUTION

After notification of business award, Unyson quickly assembled our implementation team that came from several cross-functional areas in the Unyson organization. Unyson's implementation team addressed the need for the establishment of electronic information sharing, defining business requirements for the Western Container plants and the implementation of a network bid for all Western Container inbound and outbound freight, which resulted in significant first year savings. Unyson also manages 100% of the carrier network that moves the 45,000 annual Western Container loads.

In addition, Unyson immediately assumed all freight payment responsibilities for Western Container, and began the generation of weekly reports to Western Container detailing transportation costs and on-time delivery performance results.

Unyson manages the Western Container business with a "call center" team, providing the necessary staffing to meet the many daily challenges of a customer that operates in a 24/7, JIT environment.