

GIANCARLO
BAISTROCCHI,
FLSMIDTH
VENTOMATIC SPA,
ITALY, INVESTIGATES
THE TRENDS THAT
ARE GOING TO
CHANGE
LOGISTICS.

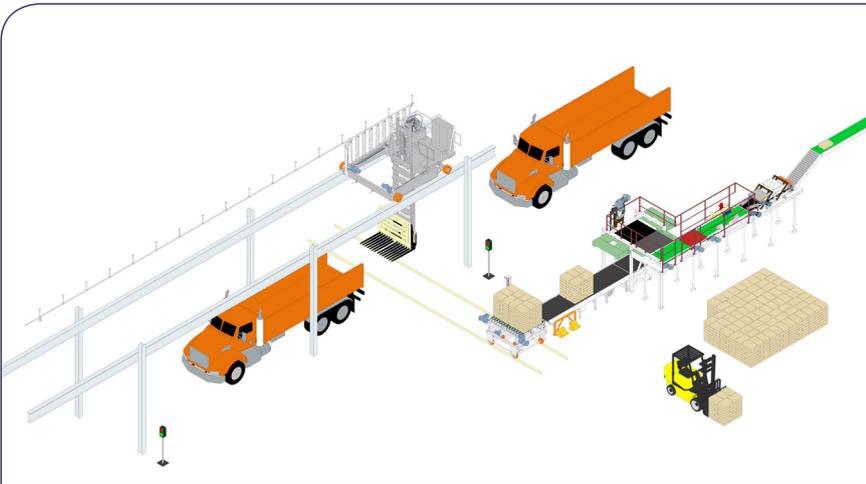
STRATEGY AND SHARED VALUES

Logistics, in particular when related to the manufacturing sector, requires a detailed strategic plan for the product distribution, according to a perspective that aims at cost control and maximisation of efficiency.

Strictly linked to production strategies, logistics remains one of the factors that

influences profitability and costs the most, therefore influencing the competitive advantage of a business enterprise.

Just in time, automation, flexibility, speed, and high-quality systems are just a few of the expressions used to describe the organisational systems toward which today's businesses around the world are turning.



Layout with Ventomatic® Flying Fork-Lift FFL automatic truck loader for stacks of bags and POLIMAT® palletiser.



CARICAMAT® 5x1 automatic truck loader.

But what are the trends for the years to come? Below is a brief but comprehensive overview describing the current trend evolution.

Addressing practical needs, abandoning ideological approaches

The same commodities sector may be dealt with in different ways: the variables are many, mostly related to the peculiar needs of production, geographical contexts and related social substrates. Therefore a commodity producer needs a partner, not just a supplier who can provide smart and flexible logistics solutions, which can bring real value when implemented correctly, responding to the needs of the markets.

Flsmidth Ventomatic Spa can count on numerous collaborations with the main producers of cement, building materials, fertilizers and chemicals, and

the main engineering companies for plants in different parts of the world with different requirements in each production area.

Since the issues being discussed are strongly linked to identity, strategies and efficiency of any company, it is always better to make a strategic analysis with your own logistics partners in advance, in order to understand the goals to achieve and how to achieve them.

The distribution of tomorrow starts today

The flexibility of solutions is closely linked to the evolution of the distribution: just think about the different product weight and format of the bags, the different means of delivery available (truck, train, ship) and the lead times required – often very reduced or even real-time (e.g. the distributors of building materials avoid the need of warehouse and delegate this aspect directly to the producer).

Such a scenario is in continuous evolution and requires modular logistics solutions.

The new Ventomatic® machines are developed not only with the aim of coping with the current market trends, but also taking into consideration the possibility of being integrated into more advanced distribution systems in the future.

Some of the goals toward which today's businesses must aim are: optimising human

resources, providing better operational safety, increasing efficiency of production cycles and providing the best service to the customer with lower operating costs.

Business-oriented innovation

Nowadays the innovation is more and more connected to the actual needs of the end-users of cement plants, building material plants, etc. This means that the sharing of knowledge is a key resource for efficiency: it is usual, for example, for the R&D team of a company specialising in logistics to meet with the counterpart of a customer's logistics team in order to find, jointly, the best solution to optimise processes and systems.

The collaboration between professionals from different backgrounds, though animated by common

targets, is part of an approach to business that is smart and forward-thinking.

Traditionally FLSmidth Ventomatic works closely with its customers, driven by the belief that it is increasingly important to identify and understand the actual needs of the main producers of cement, building materials, fertilizers and chemicals and/or medium-small local producers.

This continuous exchange is the basis to develop new products and innovative logistics systems: think about the mechanised loading of rail wagons or to the automatic storage concept.

The importance of the integrated systems

In recent years the main cement and building material players are delegating more and more of the management of the logistics issues (in addition to those directly related to production aspects) to qualified suppliers.

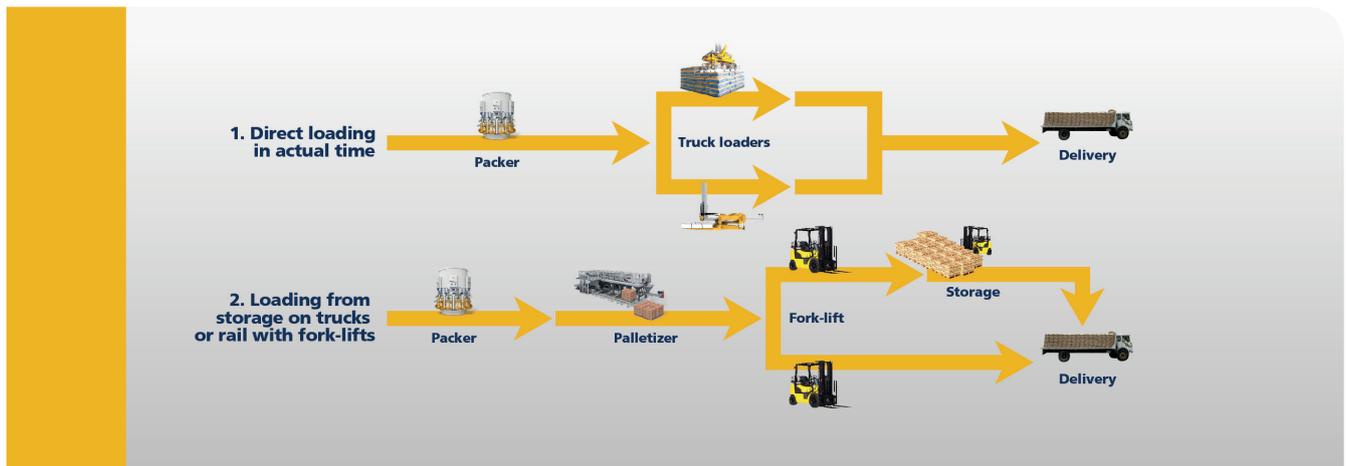
FLSmidth Ventomatic is widening the product range related to logistics (palletisers, automatic and manual truck loaders) with systems for the multi-purpose product handling.

Therefore thanks also to the synergies available in the FLSmidth group, the company is becoming not only a high-tech machine supplier, but also a provider of integrated systems and complete logistics solutions.

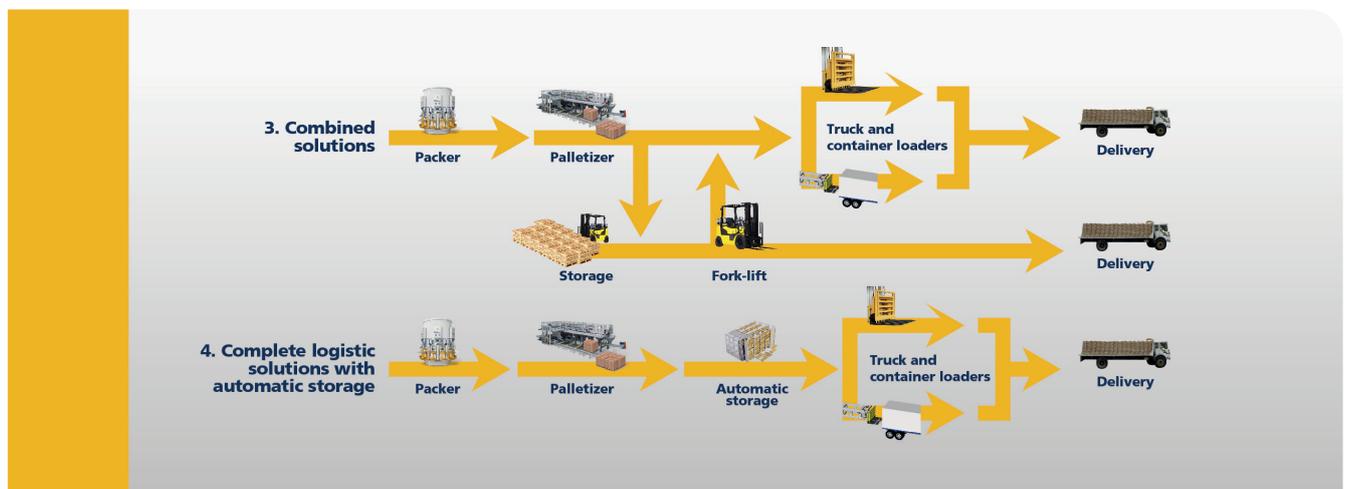
Automation, for higher safety

The automation of the dispatching plants is often wrongly perceived as a tool for employees downsizing, while it should be understood as an important development and growth opportunity. It allows for a higher safety level for workers, professional growth in staff, an increased productivity and efficiency with a positive impact on the company's overall performance.

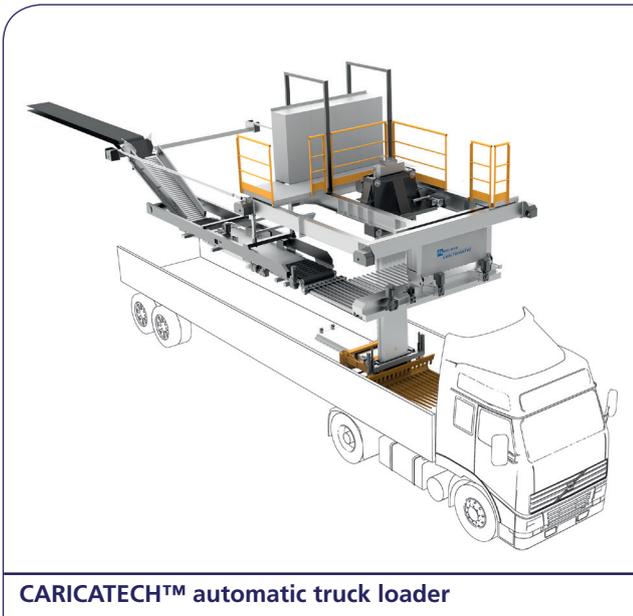
It is time to reconsider some processes, for example those connected to the handling of heavy loads in severe environments as a part of a smart business network where the packages can dialogue with the operators. The human being takes on even more a role of management and control, assigned to equipment and systems the heavy and dangerous jobs.



The evolution of logistic solution – from packaging to delivery (1).



The evolution of logistic solution – from packaging to delivery (2).



CARICATECH™ automatic truck loader

It is not a matter of appearance, it is business

The appearance conditions of the goods delivered are a matter of increasing importance.

The packaging completes the value of a product, in a mixture of functionality and symbolism.

As academic studies on this field also reflect, packaging has changed in its nature over time. From

being considered only as a pure object it has become a strategic asset in B2C and B2B fields, thanks to its double nature, which can be seen both a practical and a marketing message. The appearance of the goods is increasingly perceived as an element that helps to transfer a powerful brand message.

That is why FLSmidth Ventomatic pays more and more attention to the appearance of the loads, on the degree of cleanliness and on their stability during all the stages of handling (storing, loading and delivery).

From ideas to reality

The evolution of the logistics concept outlined by FLSmidth Ventomatic R&D department is a distinctive approach to the study and design of new products. Starting from technologies exclusively dedicated to the core business of the cement industry, the goal was then expanded to a wider range of products. Machines and systems dedicated to the logistics of different market segments were then developed for a practical application to the fertilizer, chemical and plastics industry.

In the last three years a new generation of high capacity automatic loaders have been designed to be integrated in very advanced logistics solutions with complete automatic storages: i.e. production, handling, storage and dispatch in a full automatic way with no direct human intervention. 🌐