

## THE NORAM EXTRA MILER

July 2007

Volume 1, Issue 2,

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### Barbeque Update!

Thank you for supporting Noram's 20<sup>th</sup> Anniversary Barbeque in June. We had over 200 guests enjoy the activities. We will keep you posted on next year's event. **You won't want to miss it!**



### Logistics News

#### China – The economy that keeps getting Hotter!!!

- China's economy closer to overtaking Germany's as the world's third largest after United States and Japan
- The National Bureau of Statistics raised its estimate of China's 2006 growth rate from 10.7 % to 11.1%.
- Chinese leaders want to maintain fast growth to reduce poverty but are trying to slow investment in auto manufacturing, real estate and other areas where supply outstrips demand. They worry that runaway spending could ignite inflation or leave banks and borrowers with dangerously high debt levels.
- China's trade surplus soared to a new monthly high of \$ 26.9 billion in June.



Source: [Globeandmail.com](http://Globeandmail.com)

### What's New at Noram?

#### NEW FACILITY OPENINGS:

- Seattle – January, 2007
- Las Vegas – March, 2007
- Mississauga – April, 2007

#### COMING IN AUGUST, 2007

- New Interactive Website

Contact us today for a quote on your next shipment:

[quote@noramlogistics.com](mailto:quote@noramlogistics.com)

Give us feedback on our newsletter:

[noram.news@noramlogisticsnews.com](mailto:noram.news@noramlogisticsnews.com)

### Case Study - Noram Logistics Solution

#### Retail End to End Supply Chain Solution!

##### The Challenge:

A US based company that operates over 200 retail locations required a supply chain infrastructure that would support both time definite delivery and complex reverse logistics. In addition to normal daily operations, special high volume time sensitive seasonal promotions present significant challenges to the supply chain. The client had attempted to work with a number of 3PL service providers who had been unable meet these challenges. This resulted in missed delivery deadlines and lost sales!

##### The Solution: Noram 3PL Service Strategy:

Noram carefully analyzed the current logistics model and the resulting issues. By taking a global look at the end to end supply chain, Noram designed and implement an innovative solution. In particular Noram redesigned the order processing component. Rather than a "push" system picking orders by store Noram developed a "demand" solution picking orders by SKU.

##### The Benefits:

Even in peak periods with a high volume influx of ocean containers, Noram is able to de stuff, process orders and meet time definite delivery schedules with excellent fill rates and order accuracy. The client has found a single source to manage the inbound flow, inventory management, order processing, pick & pack, transportation management and reverse logistics. Through utilizing Noram's network of facilities throughout North America the client enjoys the efficiency of "rubber walls" to expand and contract with the seasonal volume fluctuations. This has resulted in dramatically improved service and significant cost savings! This win-win relationship continues to flourish!

### Message from the President

#### What Makes Noram Different?

Noram's core strength and differentiation is our belief and practice that each client is unique and we need to create and offer solutions that meet that criterion. We do not believe "One size fits all". First, we listen and then we focus on working with our clients to develop customized strategies to meet specific business needs. In addition to operational excellence is the need for ongoing communication and personalized customer care. We strive to "think like the customer".

Many larger firms are unable to offer these customized solutions and expect that you "fit into their box", which typically does not allow for process flexibility or continuous improvement.

Noram takes a different approach!

~VINCE CORDIANO