

SCA and Linde – A great partnership since 1995.



SCA from Sweden is one of the world's leading hygiene, paper and forest products companies. In Australia, it operates as SCA Hygiene Australasia (SCA HA) and is best known for 'Sor bent', 'Deeko', 'Libra', 'Handee Ultra', 'Tena' and 'Tork' range of toilet paper and towels, napkin and cutlery range, bathroom products plus a broad range of personal hygiene products.

Having had a long relationship with Linde, the opportunity arose to go to market ensuring best practice for SCA HA's forklift solution. This review actually galvanised the relationship between Linde and SCA HA; in fact, now all the company's sites in Victoria and some of its NZ sites are fully equipped with Linde.

Neil Shaw, the Category Sourcing Manager for SCA HA in Australia and New Zealand, tells us that keeping us all clean and tidy is a serious logistical challenge: "Our products are all manufactured in Box Hill and Springvale and then distributed from our facility at Somerton. We receive 30-40,000 cases of product from our manufacturing sites into the distribution centre for them to distribute to destinations such as Coles, Woolworths, hospitals and more, operating 24/7, 364 days a year."

"Such specialised operations require us to use a range of reliable lift trucks,

"Linde is the Rolls Royce of forklifts. They give us 1000 hours between services compared to 250 hours with other trucks. So even if a Linde forklift seems more expensive initially, the total cost of ownership is less due to greater optimization and less moving parts, so the overall service costs are less."

from 8 tonne diesel trucks, electric reach trucks and LPG with many of these trucks fitted with specialised equipment." As Neil says, "With big reels of paper from our mills weighing up to 3 tonnes, we need equipment fitted with very specific attachments



"With big reels of paper from our mills weighing up to 3 tonnes, we need equipment fitted with very specific attachments that are made especially for us."



"After 5-6 years, sales can drop off a bit but a strong relationship with Linde management allowed us to work together to bring the service right back up to speed."



"We have a good relationship with the Linde team... I look forward to working with Linde and strengthening our relationship further as we progress into the future."

The Linde trucks used at SCA are fitted with very specific purpose-built attachments



that are made especially for us." Such attachments put even greater demand on the forklifts.

The relationship with Linde is built around the long-term total cost of ownership. Neil tells us, "Linde is the Rolls Royce of forklifts. They give us 1000 hours between services compared to 250 hours with other trucks. So even if a Linde forklift seems more expensive initially, the total cost of ownership is less due to greater optimization and less moving parts, so the overall service costs are less. Our equipment is supplied on a 5 year full maintenance operating lease which incorporates all service and breakdowns – this helps with cash flow and we find this a better option."

Linde values the input of all its long term relationships and values the feedback from the customers. While

SCA HA couldn't fault Linde on either pre-sales or the product, they did have concerns about maintaining excellence in service. As Neil says, "After 5-6 years, service support can drop off a bit but a strong relationship with Linde management allowed us to work together to bring the service right back up to speed."

SCA HA also conducts a 'Supplier of the Year' program. This measures delivery timetables and punctuality, documentation – especially in regard to any safety issues, uptime and downtime. They also ask suppliers to actively contribute to helping SCA HA achieve and set goals, identify process improvements or cost down initiatives and send out surveys to all their sites. They measure all the services, OH&S, sales and support calls, account management and contact with the

company. The result? Linde was ranked second in the 2008 "Services Category Award."

Neil finds the support from the Linde team particularly useful, "We have a good relationship with the Linde team in both Melbourne and Sydney. I also had a great experience a few years ago when I visited Germany with Linde to see it all first hand. The factory visits opened my eyes to the size of Linde's international operations. I also visited the CeMAT Exhibition in Hannover which gave me a great insight into the latest material handling trends and technology from Europe and how we can implement some of the innovations here. I look forward to working with Linde and strengthening our relationship further as we progress into the future."