

*We spice things up.*

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Surface Transport  
Product Management Assistant

*We spice things up.*

Logistics solution for



# **Intelligent outsourcing**

**How to turn fixed costs into variable costs  
and simultaneously increase quality.**

## **The customer**

Kotanyi employs 420 people and has an active presence in 20 countries from Serbia to Russia. The undisputed Austrian market leader actually has its roots in Hungary with the 1881 founding of the first paprika mill there. Today, the company is headquartered in Wolkersdorf in the wine-growing region. Spices from all corners of the world are mixed and packaged there. Gebrüder Weiss has been Kotanyi's logistics agent in Croatia for the past three years, with services provided from our Zagreb branch office.

## **Initial circumstances: A drive to increase quality in the Croatian market**

Kotanyi wanted to raise quality and thus sought out a new logistics agent for the Croatian market in 2004. The task: importing goods from the Austrian plant; warehousing logistics and distribution in Croatia. The magnitude of this task involved a few challenges: Kotanyi supplies close to 1000 large and small distributors scattered throughout the Croatian mainland and on approximately ten different islands. Transit times are tightly-scheduled, the product shipments themselves very small, the seasonal fluctuations extreme. Kotanyi opted in favour of the Eastern Europe specialists Gebrüder Weiss and expected a marked increase in quality from the new logistics service provider while simultaneously keeping to a tight and precise schedule.



## **The solution:** **Seamless operations and sophisticated technology**

From the initial collection at the Kotanyi plant in Austria to the ultimate delivery to the recipients in Croatia, the spices never leave the hands of Gebrüder Weiss. GW picks up the goods once a week in Wolkersdorf, pays the customs and transports them to the warehouse in Zagreb, where GW manages the customer's inventories and processes all the distributor orders fully independently: ordered goods are labelled, packaged, addressed, loaded and delivered. When the need arises, GW also fills orders for displays and other sales aids. All this is rooted in a technologically-sophisticated solution, something not yet all that common in the emerging markets of Eastern Europe. This solution encompasses the full gamut from ELK warehouse management to shipment tracking to voucherless scanner-based order picking. The new logistics solution drastically lowered error rates while simultaneously saving valuable time. The customer's expectations were satisfied to the fullest.

## **The advantages**

- **Variable costs instead of fixed costs**  
*The business of spices is subject to major seasonal fluctuations. As an example, the barbecue season is much busier than any other time of the year. Kotanyi uses logistics to outsource these problems as well. The customer only pays for exactly what he needs.*
- **Focus on main order of business**  
*Kotanyi no longer has to devote any effort to warehousing or transport. They only indicate which goods are needed when and where. Gebrüder Weiss handles all the rest.*
- **Confidence**  
*In Gebrüder Weiss, Kotanyi can rely on an international partner for Croatia, one whose operations and technologies are never less than cutting-edge.*

Overland Transport



Air & Sea



Logistics Solutions



Warehousing



Competence



IT Solutions



Parcel Service



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