



The way to success

Trip optimisation at brewery Pöllinger in Pfeffenhausen

The brewery Pöllinger has its location amidst the largest hops growing area in Germany. The medium-sized company, with actual about 46 employees, brews top- and bottom-fermented beer and produces nonalcoholic beverages. Basic of the production of beverages is the Elsbethen mountain water, which is produced from 165 m depth.

Their customers from the gastronomy, drinks cash-and-carry markets and the retail industry are supplied from vehicles from the own transport fleet. This way the constant good quality of the deliveries can be ensured. Caused by the increasing costs for logistics economies were indispensable. For the solution of that problem the company OPTITOOL with its software solution for the beverage industry could help enormously. Through the optimisation feature, which is included in the program, the best possible workload of the vehicles should be reached.



"We searched for the possibility, to reduce the costs of the transportation fleet at increasing customer satisfaction."

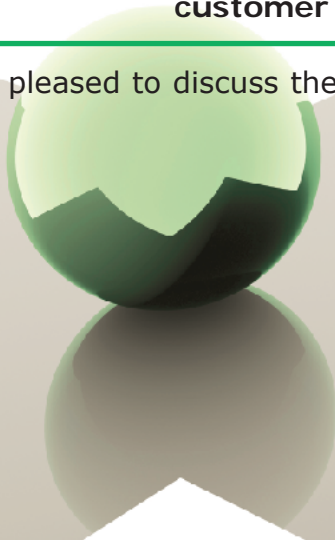
Johann Peter Rank, owner of the brewery Pöllinger

For the implementation of a software solution has to be considered first of all two important factors:

1. Caused by the long tradition of the brewery the customer satisfaction is in first place. Also at long-term customers the quality and the reliability of the delivery should be ensured. This could be done without any problems by using the program features of OPTITOOL, i.e. consideration of all restrictions like special drivers needed or time windows.
2. Within short time the enormous logistical costs had to be reduced for minimum 5 per cent. So could be ensured that the own transportation fleet is rentable also in future. Economies in the logistics should be reached through a better workload of the vehicles and trips and also by going at the cost optimal route.

The result: enormous reduction of logistic costs
customer satisfaction and facilitated dispatching

We would be pleased to discuss the individual possibilities using OPTITOOL BEV/4 in your company.



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optimize your business

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