

FOR DECISION-MAKERS IN SUPPLY CHAIN

# Supply Chain Effect

ISSUE 3/2024



PLANNING, VISIBILITY & FLEXIBILITY

My Westberg: **"We have become an influencer favorite"**

Stadium's award-winning RFID solution delivers

The fashion industry automates for maximum adaptability

RELEX: **"We shall humbly dominate the world"**

# Flawless e-commerce logistics for demanding consumers

Bonver Logistics is a well-established logistics company whose roots go back more than forty years. The company was founded in 1983 as a distributor of video film in VHS and DVD formats. During the nineties, the business grew strongly and was established as one of the Nordic countries' largest distribution companies for entertainment products.

With the entry of streaming services in the early 2000s, physical film distribution declined rapidly, which prompted Bonver to start selling 3PL services through the subsidiary Bonver Logistics AB. The basis for this was the extensive logistics expertise and an advanced logistics facility in Gåshaga just outside Stockholm.

“Today, we specialize in helping e-tailers deliver their products with high quality, efficiency and a great consumer experience”, says My Westberg, who has been vice president of Bonver Logistics for almost a year and since March this year also acting CEO of the company.

## ”Influencers' favorite”

Bonver Logistics' nearly forty customers are mostly growing e-commerce companies, often with well-known brands, that deliver to consumers in and outside the Nordics. Some examples are the exclusive lifestyle brand Rituals, Bianca Ingrassio's Caia Cosmetics and Petra Tungården's Adoore.

“We have become a favorite for influencers, says My with a big smile and emphasizes that many customers are popular e-commerce companies in clothing, jewellery, cosmetics and nutritional

supplements. Several of the client companies are owned by well-known influencers and cater to extremely conscious consumers, with high expectations for flawless, fast delivery and a very good shopping experience.

## Prevent and detect logistics errors

Against this background, Bonver Logistics has recently launched a pilot project where so-called intelligent video analysis is to be used to ensure that the order handling, including picking and packing, is done as flawlessly as possible and is documented with video.

“The purpose of the project is to detect and prevent errors, as well as learning from our mistakes and improve our processes. With searchable video, we will be able to follow up and document what has actually happened”, says My, and states that the own staff will thus avoid time-consuming discussions about what has gone wrong and why.

The partner in the venture is the Swedish logtech company SiB Solutions, which since its inception in 2017 has been recognized for its now proven services.



My Westberg, Bonver Logistics. Photo: Bonver

“With our services, logistics-intensive companies get a visual insight into their logistics flows, from production to warehouse and distribution, and can thus prevent and detect errors and minimize time-consuming and costly complaints”, says Mats Borgegård, Sales Account Manager Nordics at SiB Solutions.

### High quality customer experience

My Westberg emphasizes that the overall goal of the investment is not about controlling the work of the employees, but about helping the customers - the e-tailers - to become even better at delivering a high customer experience by minimizing the errors that can occur in the order to delivery process.

“We see ourselves as a premium supplier of logistics services that offers logistics of the highest quality. Making our own cost savings is a positive side effect of the searchable video solution, but the most important thing is to deliver more value to our customers and to their customers.

At the same time, I hope and believe that the investment gives our employees an increased sense of security at work and strengthens our brand”.

### Long-term development partner

The customers who choose Bonver Logistics as a their logistics partner do not primarily make their choice based on the lowest price, but to a large extent also on quality, service and continuous development. An enviable market position that obliges.

“Cost and price are always important, but we are very happy to have customers who really value that we have a close, long-term collaboration where we come up with proactive suggestions for improvement and prioritize service and quality. In collaboration with SiB Solutions, the goal is that we should be able to offer even better customer service, quality and value creation”.

During the pilot, a specific, well-defined flow is filmed using SiB Solutions’ software and hardware. This means in practice that video cameras have been installed at twelve packing tables, one packing machine and at the warehouse’s package sorter. Before a package or bag is sealed, Bonver Logistics’ warehouse system and SiB Solutions’ software record the entire process until a shipment leaves the warehouse. So far, the failures that do occur



Left to right: SiB Solutions Mats Borgegård (photo: Per Damsby) and Fredrik Larsson with Bonver Logistics My Westberg.

have mostly resulted in the end customer being quickly supplied with a new product, as it has not made economic sense to spend a lot of time investigating what went wrong and why. With SiB Solutions' solution, you can now search for a certain order in seconds and find the current film clip that shows what actually happened.

"We can use that information as a fact base to improve our processes or, if everything went right, as "proof" that the error has not occurred with us. Now we get a tracking that helps us get better and minimizes or preferably eliminates the few errors that do occur after all", My explains.

### **Trains the staff**

Another advantage of the service is that the material generated can be used to train the warehouse staff, which is particularly important in connection with peak seasons when a lot of temporary staff must be trained in a short time.

"We will be able to show both permanent staff and those hired during peaks which errors typically occur and how they can be avoided. Before and during the summer, several of our customers have a seasonal peak due to many sales and offers. Then our volumes increase enormously, we double the workforce and operate in double shifts. It will be

an exciting stress test", says My with something expectant in her voice.

At Bonver Logistics head office in the beautiful and lakeside Gåshaga on Lidingö, you can feel in the walls that the company has a strong corporate culture. My says that the staff generally work for a long time in the company and enjoy it.

"There is clearly a sense of pride in our staff. You are committed and want to do your best to make sure everything goes right. Our common goal is to be the best in the industry in e-commerce logistics for consumers and in the long term we will also grow and develop our ability in e-commerce for companies. With a completely new logistics facility in Rosersberg north of Stockholm, we have the foundation needed to grow further and develop our offer".

---

Bonver Logistics AB Bonver Logistics AB is a subsidiary of Bonver AB, which in turn is part of the Versteegh Group. The group also includes Apotekstjänst, Gåshaga kafferosteri and WLN Group.

Bonver invested early in logistics technology and has, among other things, a pick-to-light solution, conveyor belts, a paternoster system, an automatic carton machine and advanced security solutions.