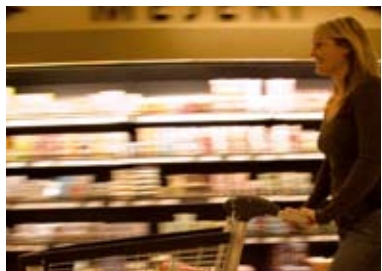


One-stop logistics

creating added value for the whole supply-chain



Foto: Stig-Ake Jönsson





Frode Laursen – the Nordic leader

Over the last decades, Frode Laursen has developed from being a small, national logistics provider to be the FMCG market leader in Denmark and a player of note in the Nordic region. At the same time, Frode Laursen has expanded its business area with its system division, which delivers modern and innovative logistics solutions to the Danish construction sector, and in record time has become the market leader. The key to Frode Laursen's success is focus. We focus on selected sectors, on development of expertise, on information technology, processes and employees. And, primarily, we focus on our customers.

At Frode Laursen, we will continue to focus on our goal: to be the Nordic region's leading logistics company.

Centralisation creates economies of scale

Frode Laursen delivers logistics solutions to leading FMCG suppliers, both internationally and regionally. By housing many suppliers under the same roof, we are able to exploit our capacity to the full, and therefore deliver a cost-effective solution to our customers. Our multi-share central distribution centres ensure that the cyclic sales of individual products do not lead to excess capacity. By focusing on certain markets, we can ensure uniform procedures and high degree of specialisation.

Efficient highway to the Nordic region

The Nordic market is, to an increasing extent, being regarded as a single market. Frode Laursen offers a logistics highway to this market. By focusing on the entire logistics chain - all the way from import from manufacturing countries to strategically-located distribution centres in the Nordic region, and from there to the national sales outlets - Frode Laursen ensures the optimum balance between warehouse stock and reliability of delivery. Frode Laursen carries out day to day deliveries to most of the Nordic region.

Specialisation creates higher efficiency

The Frode Laursen Group has specialised itself in three areas:

- FMCG logistics with distribution centre, distribution and retail activities.
- Construction centre with warehouse and distribution for the construction industry to building sites and DIY.
- Joint Ventures with logistics and distribution solutions for the fueling industry.

In all of these areas, Frode Laursen is a full service organisation, which supplies the entire logistics chain, from incoming transport from foreign production facilities to the regional distribution centre and from there to local consumers.



FMCG

Distribution
Retail activities



Building supplies

Crane distribution
Construction sector distribution



International

Road Europe
Road Nordic
Shipping and documentation



Oil

Skanol as

The more you use us, the cheaper it is

Transport

Frode Laursen's goal is to be the logistics supplier who creates the most value for our customers throughout the value chain. For this reason, we always attempt to meet our customers' needs in the cheapest and best way, whether it is road, rail or sea transport. We have a comprehensive system of coordination with our national distribution, so that loading and delivery take place in a flexible and efficient manner.

Warehousing

Our distribution centres are located close to the logistics hubs in the Nordic area, and we are one of the leading providers of indoor warehouse capacity. Here we can offer service all the way from reception control and order processing to repacking and lighter laboratory tests. Our warehouses use our advanced Warehouse Management System (WMS) software, which

increases efficiency and complies with the EU directive of traceability. Our distribution centres have a comprehensive programme of self-control, which ensures that the authorities' and consumers' security needs are met. All customers at distribution centres are offered their own contact at our Customer Service centre. At the same time, our WMS ensures that mistakes are virtually non-existing.

Distribution

Our comprehensive distribution system allows us to make day-to-day deliveries to the majority of the Nordic population. We visit all of our FMCG wholesalers, catering wholesalers and most major supermarkets on a daily basis. This means that on a normal working day we have between 1,500 and 2,000 different delivery sites. Just as at our distribution centres, we have introduced a comprehensive self-control programme to protect the consumers.

Retail activities

The moment of truth is revealed in the stores. Consumers are in a hurry and on average they only spend 14 minutes in a store. 70% of all purchasing decisions are made when customers look at the shelves. As a supplier it is, therefore, absolutely vital that products are visible on the shelves when consumers make their decisions about what to put in their baskets. Via our sister company IN-STORE, we carry out a number of different retail activities - including events, merchandising, sampling and product demonstrations, as well consultancy and idea hatching.

We employ more than 1,200 part-time employees. Visit www.in-store.dk for more information.





- Day-to-day distribution from parcels to full loads
- 3PL and 4PL
- International transports
- Overseas freight forwarding and customs documentation
- Fleet management
- Repacking, batching
- Distribution centre, WMS and recall
- Order management
- Sourcing and managing storage needs
- Closed distribution concept
- In-store activities, sampling, merchandising and product demos.
- Sales activities, telemarketing and sales support

MEJERI





Nordic leader in FMCG logistics

Frode Laursen's goal is to be the logistics supplier who offers the best added value for suppliers and consignees, through neutral logistics management. Many years of experience in FMCG distribution mean that we do not just transport goods from A to B, we also participate actively in optimisation of our customers' value chain. Our success in logistics builds on an information-driven partnership, based on collaboration, trust and transparency. We pass on relevant information about order patterns, product deliveries, warehousing, remaining shelf life, warehouse sales and distribution facts, helping our customers to optimise their supply chain, so there is as little waste as possible.

Warehousing

The administrative service, including production management of repackaging jobs, is an integrated part of our distribution centre solutions. We produce between 2,000 and 3,000 1/4 pallets and displays every day. A central feature of our distribution centres is WMS, which has been developed by Frode Laursen's own IT department, especially for use in FMCG logistics. The system ensures full traceability of both whole pallets and repacked displays, and delivers real-time images of the relevant warehouse stock. WMS has minimised the number of incorrect

deliveries. A major gain for our customers, who as FMCG wholesalers are highly focused on reliable deliveries.

Day-to-day distribution

Our day-to-day service covers Denmark, Sweden up to Stockholm, Oslo and southern Finland. A key element is the terminal processing of the goods. This is where small consignments from different shippers to the same region, and often the same consignee, are gathered. We try all the time to ease the administrative burden for our customers. E.g. customers only have pallet accounts with Frode Laursen. We take the responsibility for the pallet, when it has been received, and the business is then between Frode Laursen and the consignee.

However, it is not just in administration that the benefits of working with Frode Laursen become obvious. We pass on information concerning order patterns and goodsflows, giving the customers a tool for improving their own processes. The goal all the time is to improve the information flow, and we have constant focus on development of processes and new technology, which can ease and improve it.

Retail activities

Our sister company IN-STORE offers support in stores, e.g. merchandising, sampling and demonstrations. At the same time we provide feedback about performance, product locations and data processing, thereby expanding the customers' decision base.

Frode Laursen offers two systems as an alternative to stores' own sales force:

- Support teams, where our total overview takes care of the physical activities in stores, e.g. establishment and reception of new products, campaign kick-offs, etc.
- IN-STORE Support system, which is a telemarketing system. This receives orders by telephone, kicks off campaigns and ensures supply of personnel, etc. to the stores.

The two systems support each other.

Why Frode Laursen

- 1 Nordic logistics set-up
- Experience with the largest, most demanding projects
- Flat, customer-oriented organisation with the philosophy "Your customers are our customers"
- Committed and motivated employees
- Offices open 24-hours.
- Customer-specific access with dedicated contacts for all projects
- Total optimisation of the logistics chain instead of sub-optimisation of the transport.
- A world class Warehouse Management System
- IT solutions that provide opportunities instead of setting limitations
- Solutions that focus on quality from reception to delivery
- Day-to-day service with expanded product protection
- Retail activities via IN-STORE

Efficient construction materials logistics – from building site to shop shelf

The market for construction materials has been fragmented for many years, and has focused on individual links in the chain, instead of supporting the total needs of the value chain. By exploiting our experience from the FMCG market, Frode Laursen has created new and innovative solutions that benefit the building goods industry. We do not just consider the task of transporting something from A to B in isolation, but place the complex goods flows from manufacturer to end user into structural applications that ensure our customers the optimum solution. We acknowledge the need for stable and reliable deliveries to the worksite. Collaboration is, therefore, initiated for a very long period, in which Frode Laursen and the customer develop together, continuously create operational savings and develop the service for our customers' customers.

Warehousing

Production of construction materials has become more and more international. This leads to an increased need for regional and national warehouses, so that it is possible to meet the needs for "just-in-time" deliveries. Frode Laursen offers its System Customers distribution centre facilities that support the need for international production with local distribution. WMS forms the basis of Frode Laursen's warehouse management system. Technology from the FMCG business can be exploited here to create new and innovative solutions for the construction sector.

Distribution to building sites

The demands placed on distribution material for building sites are greater than in other transport areas, and reliable delivery times are an absolute necessity.

For this reason, Frode Laursen works closely together with its customers to ensure that the correct materials are in place at the right time.

Distribution to the retail sector

The DIY market is becoming larger and larger in the Nordic region. We think of the entire logistics chain as one, and ensure that our customers gain great benefits, both in administration and operations. At the same time, Frode Laursen is continuing to develop its IT systems, to create the best decision base for development of our customers' business sector.

Retail activities

As the DIY culture expands, so does the need for in-store activities in the DIY centres. Frode Laursen's sister company IN-STORE possesses a comprehensive expertise in the sector, and can offer focused in-store activities ranging from product samples, special events and sales demonstrations to merchandising and telesupport.





International tasks – 3PL and 4PL

From being a one-stop service to our international customer groups, the international division has become part of Frode Laursen's central business areas. Our international division is split into three areas, which support Frode Laursen's philosophy of being a Nordic logistics company in an international world. By offering 3PL and 4PL to our customers we ensure that there is a link between the need for international high volume transport and regional distribution of small consignments.

Road Nordic

Our Nordic department supports Frode Laursen's Nordic domestic market. Day-to-day transport is coordinated with domestic distribution, so that loading/delivery is flexible and efficient. In Sweden, Norway and Finland, logistics are undergoing a process of strong development, and Frode Laursen wants to be an active participant

in these developments. Our establishment of central distribution centres makes our logistics more efficient, as there can be fewer warehouses and the opportunities for direct delivery to large stores.

Road Europe

Our trucks cover all of Europe, but we can also offer rail or short-sea transport, depending on the task. In Germany, we carry out a comprehensive pattern of distribution of small consignments with direct lorries, which ensures high quality. Frode Laursen offers 4th party logistics contracts as coordinator and collector of information. We do not own the assets, but use the best external suppliers. This means more efficient coordination and invoicing for our customers.

Shipping & Documentation

The department for overseas freight forwarding and customs clearance is responsible for such destinations as the US, the Far East and Australia. The department also takes care of quotas, customs papers, warranty processing, etc. FL offers bonded warehouse for non-EU products in order for duty, taxes and import VAT to be paid only when products are entering EU or not at all if the products are exported to a non-EU country. The department offers transports as dry goods, chilled and reefer. Frode Laursen take great responsibility and pride in a high level of quality and service towards our customers.



Joint Venture – the best from both parties

Frode Laursen's joint venture division allows us to offer advanced logistics and distribution solutions. For example the company Skanol A/S.

Skanol A/S is Denmark's largest neutral and well-run service provider to the oil sector and in transport in road tankers. This is a result of the oil companies combining their expertise in oil products with Frode Laursen's expertise in transport and distribution.

Neutral co-distribution

Skanol A/S is responsible for taking orders and distribution to private households, agriculture and gas/fueling stations throughout Denmark. The company has its own 100-strong workforce in addition to drivers, and the company's concept is to offer neutral co-distribution of petroleum products.

The benefits of co-distribution

Skanol A/S is a neutral petroleum distribution company. By accumulating the deliveries for several oil companies, we have established a very efficient co-distribution, which provides benefits of scale for all the involved.



Logistics builds on understanding

Frode Laursen is a Danish, family-owned group, which has reported an annual growth of between 10 and 25%. The company is owned by the Thorkil Andersen family. Formerly, it was owned by Niels Laursen from 1980 to 1989, and the company was founded and led by Frode Laursen from 1948 to 1980.

At Frode Laursen we think ahead. We offer great continuity in both management, employees and in the direction we are moving. We have an informal and unique corporate culture, focusing on the individuality of every employee and their development. Our ability to meet major, untraditional challenges comes from our differences and our sense of community.

Frode Laursen's goal is to carry out logistics and co-distribution on a neutral basis for suppliers who serve the same customers, creating value for suppliers, consignees and Frode Laursen.

Our vision is to become the Nordic logistics company that is best at creating added value through our specialisation, both for our customers and for Frode Laursen. We believe that training our employees and developing our IT technology are two significant key factors in our success. We want to develop hand in hand with our customers, in order to maintain an information-driven collaboration founded on trust and transparency for all parties.



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