

## Case study: Production for large-scale retail trade *Bringing on train Consumer Goods*

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### Consumer goods production in the area

Consumer goods production has important settlements in the study area. A representative of this industry segment is a major provider of body care and personal hygiene products, made in Italy and exported all over Europe. These products belong to the so-called Consumer Goods and are distributed through large-scale retail trade.

It has a main production site in Province of Novara, and some warehouses nearby, operated by a logistic partner.

The management is very interested in the use of rail transport as a part of a sustainability policy, and intermodal transport has already been tested and has been confirmed for some destinations, but most of the products travel by road.

Similar situations were found in other companies linked to large-scale retail trade, with production plants located within the study area



### Type of shipments and transport volumes

Products are shipped in boxes grouped on pallets, loaded in tarpaulin trailers, or swap-bodies for intermodal transport. Some destinations are managed as Full Truck Load, some others as Groupage.

As the destinations are different and many, transport volumes are not suitable for dedicated company trains, but can in several cases be convenient for relying on open-access intermodal services if they are operating on the requested routes.

### Transit time requirements

Large-scale retail trade requires tight and strict times for the order-to-delivery logistical process including transport, especially in domestic business where there are not buffer warehouses near the customer. These situations are difficult to manage with rail and intermodal transport, as they reduce the field of performance competitiveness of the railway compared to the road.

### Access by road and rail

The area around Novara (say within a radius of about 25 km) is easily connected to the main roads network: more motorway entrances are available, and they give access both to an East-West route (A4) and a North-South route (A26); from these, the whole Italian and European network is attainable.

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Several Road-Rail modal exchange installations can be reached at a suitable distance. Referring to our representative company, there is Novara (CIM and Agognate terminals) about 20 km far, and from there trains are leaving to many destinations in northern Europe, and some in Italy. More destinations are offered by farther terminals: Sacconago (Malpensa Intermodale) at 54 km, Gallarate (Hupac and Ambrogio) at 64 km, Milano Segrate at 82 km, Melzo (RHM) at 91 km.

### Bottlenecks

Challenging features in the transport mode choice of Consumer Goods producers in the study area are more related to the organization, performance level and availability of rail transport services, than to the inadequacy of the available infrastructures.

Critical points to analyse are therefore:

- How to comply the order-to-delivery deadlines requested by customers with high performance intermodal services: to what extent customer management plans can be induced to change and the reliability and performance of trains can be improved?
- How to support sharing common traffic flows by different subjects using information and management tools, in order to allow a better availability of quality intermodal services.

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