

Puratos: A Global Client for Expense Reduction Analysts

CLIENT:	Puratos Group
SECTOR:	Catering
COST CATEGORY:	Varying categories such as archiving, telecommunications, travel and packaging

THE CLIENT

Puratos is an international group with a full range of innovative products and application expertise in the bakery, patisserie and chocolate sectors. Products and services are available in more than 100 countries around the world, and in many cases actually produced there by their subsidiaries. Clients are artisans, industry, retailers and food service. The company aims to be 'reliable partners in innovation' wherever they are in the world, and so help customers deliver nutritious, tasty food for the communities they live in.

As a global group, Puratos has local subsidiaries in 63 countries. Products are manufactured in more than 50 plants spread over 4 continents, and sold in over 100 countries. Worldwide, over 5,600 people assist their customers every day. Operations are managed from their global headquarters in Groot-Bijgaarden, near Brussels in Belgium.

THE CHALLENGE

Though procurement of operational products and services is decentralised throughout the organisation, the company is very focused on cost awareness and sustainable business practices. Expense Reduction Analysts consultant Peter de Heer met with the COO and CFO who were openminded about discovering new ways to achieve savings.

THE PROJECTS

The general terms of the partnership were negotiated from the Belgian headquarters with Expense Reduction Analysts and local contracts were signed based on the original agreement. The headquarters give some light supervision, but local businesses maintain a high level of independence.

BELGIUM AND FRANCE

Historically, the first project with Puratos started in France and Belgium in 2008, with Wim Vermeersch to investigate the costs categories of:

- Freight: savings of 23% on a budget of 2,700K€
- Trucks leasing: 9% on 1,600K€
- Courier: 40% on 60K€
- Waste: 19% on 130K€
- Print: 30% on 75K€
- Archiving: 45% on 15K€

SPAIN

In 2012, Puratos Spain was contacted by Octavio Barcelo. The Spanish company, well aware of the good results obtained in Belgium, quickly commissioned a team of Expense Reduction Analysts to investigate several cost categories:

- Cardboard packaging
- Paper bags
- Plastic boxes
- Mobile telecommunications

PORTUGAL

Then thanks to Octavio Barcelo, Pedro Amendoeira (Portugal) had a first contact with Puratos Portugal. The meeting went well and Pedro was able to sign a contract with the Portuguese Puratos branch in May 2015. The project looked at the cost categories of transport for 1,8 million Euros and packaging for 560,000 Euros.

BRAZIL

Fernando Macedo from Brazil was introduced to Puratos Brazil by Wim Vermeersch and Johan Van Delm from Belgium. The Brazilian team investigated the cost categories of:

- Fleet: BR\$ 1,2 Million/year
- Travel: BR\$ 600.000/year
- Telecoms: BR\$ 400.000/year

MEXICO

Thanks to Wim Vermeersch, Belgium, Sylvia Perales from Mexico was able to contact Puratos and sign a project after several weeks of negotiation. They both then joined forces to optimise several cost categories:

- Packaging: €35K/year
- Plastic film: €13K/year
- Promotional articles and work clothes: Total €23K
- Telecommunications (landlines): €75K/year
- Telecommunications (mobiles): €96K/year
- Travel: €165K/year
- Insurance (car, life, medical expenses): Total €16K
- Reprographics: €16K/year

Savings achieved totaled approximately €400K/year as well as €39K for other one-time basis projects.

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