

# NEW LOGISTIC CREATIVE SOLUTIONS

Judy Heft, Supply Chain Director at Nazdar, explains how the company has successfully adapted its operations to overcome the challenges of supply chains



Judy Heft



The issues have impacted the availability and transportation of raw materials and finished goods

'Supply chain' creates a mental picture of how information and products flow between suppliers, companies and their customers. Each link in the chain is one company's supplier and simultaneously another company's customer. Each ranges from production of raw materials to the customer's finished product.

## CREATIVE SOLUTIONS

In the past, companies everywhere discovered supply-chain solutions that successfully functioned during challenging times.

Currently, this struggle has returned. While a majority of businesses tightened their belts, markets everywhere pivoted and rebound faster than anyone could have imagined.

***"Each link in the chain is one company's supplier and simultaneously another company's customer"***

As such, Nazdar SourceOne, along with supply-chain professionals everywhere,

needed to think creatively. Communication with suppliers was invaluable in working through and around problems. Products were shipped in smaller quantities to help shorten lead times. Multiple shipping methods were implemented in order to avoid delivery delays. In addition, different packaging or units of measure became an acceptable answer.

## CUSTOMER SATISFACTION

These same approaches were also appropriate for customers. Options such as alternate sizes, quantity of product required



The industry's supply chains are more like a chain-link fence



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or an alternative product needed to be considered. Nazdar quickly learned that it was necessary to be imaginative with all its products. If even the smallest component was unavailable, the entire finished product could not be completed.

### ***“Supply chains are better today because companies have learned the value of open communication”***

Without a doubt, the current state of the global supply chain is better than it was a year or even six months ago. However, just because things are better does not mean the problems are gone and everything is back to normal. On the contrary, many challenges require daily vigilance. Amongst these are weather conditions, labour shortages and strikes.

#### **COMMUNICATION IS THE KEY**

Supply chains have improved because companies have learned the value of open communication with their suppliers and customers. Getting creative together has had – and continues to have – a positive impact.

Heft compares managing Nazdar SourceOne's supply chain to a chain-link fence. Not only because all suppliers and customers are interwoven, but also because these companies are interlinked. Working together to find solutions, business relationships made and strengthened during good times help make challenging times more manageable.

The open communication and co-operation in developing solutions, will help the industry withstand future challenges and even thrive. ■

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