



case study

sector: **food industry**

Certipost **e-Supply**



“Thanks to the seamless integration with CertiONE those XML files are automatically converted into EDI INVOIC messages, electronically signed and sent directly to the Delhaize invoicing system. StarMeal saves a lot of time and manpower, both in terms of logistics and administration,” says Kris Berden, director of Software Center (SWC80), the IT supplier to StarMeal.

StarMeal and Delhaize order processes automated

Herselt-based StarMeal is a well-known producer and supplier of ultra fresh salads, pastas and soups. The Starmeal products are sold in a number of supermarkets and petrol stations. For many years now innovative Starmeal has successfully used EDI to both optimise its processes and flexibly meet its customer's needs. StarMeal exchanges electronic trade messages with warehouse chains, including Delhaize, in Belgium and the Netherlands via the Certipost platform.

challenge

In September 2009 Delhaize put the new, highly contemporary and fresh distribution centre DC Fresh II into use. Consequently the warehouse chain made a number of very specific requirements.

Delhaize wants to continue exchanging order forms, despatch notes and invoices with its fresh product suppliers via EDI. Upon delivery each pallet must be labelled with a unique SSCC barcode (Serial Shipping Container Code), so making each separate pallet trackable. The supplier must also be able to send electronic despatch notes at crate level, so that the new DC can process mixed pallets and optimise the distribution of fresh products to smaller points-of-sale. For this the suppliers must use special, reusable Delhaize crates, each one comes with a GRAI code (Global Returnable Asset Identifier). The electronic despatch note must state the SSCC and GRAI codes of the consignment.

In order to meet Delhaize's request, StarMeal could fall back on the expertise of EDI provider Certipost and IT supplier Software Center 80. Working together closely these specialists ensured that StarMeal was ready in time for the new working method.



ABOUT STARMEAL

Herselt-based StarMeal is a well-known producer and supplier of ultra fresh salads, pastas and soups. The Starmeal products are sold in a number of supermarkets and petrol stations. StarMeal was established on 22nd March 2004.

solution

StarMeal was already familiar with digital document exchange. In 2008 the supplier took its first EDI step by sending electronic invoices to Carrefour. Kris Berden, director of Software Center (SWC80), the IT supplier to StarMeal: "At the time we opted for Certipost because their EDI solution could already exchange XML messages. In addition, the Certipost connector software helps to send and scan automated data quickly." Nowadays StarMeal processes 70% of its daily document flows electronically, including with Delhaize, Carrefour, Jumbo (NL), Plus (NL) and Monoprix (FR). For this the company uses Certipost e-Supply, a flexible solution that exchanges commercial and logistical documents between trade partners on an automated and integrated basis. This exchange happens via CertiONE, Certipost's secure online B2B communication platform.

results

The new Delhaize process benefits StarMeal in many ways. As the consecutive EDI messages are linked to each other and data does not require manual input, the document exchange with Delhaize runs very quickly, error-free, and disputes about deliveries or invoices are avoided. "StarMeal saves a lot of time and manpower, both in terms of logistics and administration," Kris Berden adds. "Thanks to the use of despatch notes with SSCC and GRAI codes the driver waiting times have also been drastically reduced. Moreover, it links up perfectly with the Track&Trace concept used by StarMeal to track both in and outgoing products."



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