



Case Study

Supply Side: The Liberty Carton Company Story

Liberty Carton Company designs and manufactures corrugated packaging for a variety of different industries in the United States. Founded in 1855 in Salem, Massachusetts, Liberty Carton Company has been providing cardboard boxes to General Cable, the world's third largest cable manufacturer, since 1999. Recognized as an innovative market leader, Liberty Carton Company has joined General Cable in an initiative to make their supply chain management more efficient and cost-effective.

In mid-2002, General Cable adopted a private supply hub from Supply Chain Connect to enable them to achieve impressive financial and operating goals. These goals include the reduction in raw material inventory by 50% over 3 years, the doubling of inventory turns, and the complete elimination of EDI costs with suppliers. Additionally, Supply Chain Connect enables General Cable to reduce costs associated with the manual processing of all traditional transaction documents associated with the purchasing process. (Please read our separate case study *General Cable Gets Connected* for further details). Liberty Carton Company was keen to support General Cable's initiative with Supply Chain Connect and has been extremely satisfied with the benefits that they have enjoyed. Liberty Carton Company has found the system not only helpful but also easy and intuitive to use.

Supply Chain Connect's on demand software and managed services enable suppliers to receive, translate and store documents in any format. Using a secure, private internet connection, suppliers can import and export data to and from their accounting, ERP, or order management system. Data comes in electronically and can be moved over to their systems electronically. This flexibility, coupled with demand visibility functions, allows suppliers unparalleled tools to view, anticipate, and act upon their customer's orders. In this way, Supply Chain Connect creates a private supply hub for its customers.

From Liberty Carton Company's point of view, checking and processing orders on the private supply hub deployed and managed by Supply Chain Connect, has brought real and lasting benefits to their business. They have improved customer relations with General Cable since using their private supply hub hosted by Supply Chain Connect.

Emergency orders and last-minute requests typically cost suppliers like Liberty Carton Company valuable time and resources and put a strain on customer service. As a senior Customer Service Manager at Liberty Carton Company explains, using the Supply Chain Connect solution helps efficiency between buyer and supplier: "Using Supply Chain Connect for order management is easier for everyone. We don't send emails back and forth and I don't have to worry about a fax having been sent and received. It makes things much easier and more reliable."

It has become increasingly clear to Liberty Carton Company that their bottom line has been improved by improving their relationship with General Cable, a key customer, and by lowering the costs of doing business with them. As explained by Christine Powers, Liberty Carton Company's Customer Service Account Manager, the quantifiable results of using this

Company description

Liberty Carton is one of the oldest packaging companies in the United States. Although they possess large resources they have maintained flexibility, entrepreneurial spirit and small company responsiveness.

Consider this

Liberty Carton was interested in continuing to add value to their customer, General Cable. General Cable was looking to reduce the cost of managing their supply chain. Both companies expected to achieve significant cost savings.

Solution

As Supply Chain Connect designed, deployed and integrated a private supply hub solution for General Cable, Liberty Carton has been able to improve their customer service level as well.

Benefits

Include improved customer service levels, deep visibility into customer's demands, halving administrative and paper processing time and, access to information on demand.



online private supply hub are tangible- "There are not as many emergency orders or calls that they are out of product. Using the Supply Chain Connect service streamlines the inventory management process and allows me the freedom to do things at my convenience. I can pull relevant information up whenever I want by going to the hub. So, instead of having to put everything aside when someone calls, I can process it at my convenience. Because I have real time and direct access to order, inventory and planning information, I can manage consignment inventory better. I have better turn around time on orders and more control over warehousing."

Because Supply Chain Connect allows suppliers to judge upcoming demand by seeing in real-time what their customers are going to require of them, they can manage by exception, reducing their inventories, gaining greater velocity through the supply chain and improving reliability of supply by eliminating stock-outs. Additionally, because Supply Chain Connect designs and integrates the hub, trains and supports users, and even manages the hub, users gain real value from the improved supply chain.

When asked what aspect of using Supply Chain Connect they like best, having demand visibility into their customers inventory was Liberty Carton's first response. "Being able to see changes in inventory levels at General Cable in real-time is what we like the most," explains Powers. "We can access the account information and changes that have been made whenever we want it."

With constant access to customers' inventory levels, the combination of Supply Chain Connect's excellent software solutions and managed services enable suppliers to achieve improved on-time delivery rates, increase order fulfilment accuracy, cut administrative time and upgrade the reliability of the supply chain.

Further information on the companies discussed in this case study:

Liberty Carton Company, formerly named Bicknell & Fuller, is now owned by Liberty Diversified Industries and is headquartered in the United States. For more information please visit www.libertycartonne.com.

General Cable (NYSE: BGC), has its headquarters in Highland Heights, Kentucky, is a leader in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the communications, energy, industrial and specialty markets. The company has annual sales of \$1.5 billion and 28 plants spread across 8 countries. For more information on General Cable please visit www.GeneralCable.com.

Supply Chain Connect provides *Private Supply Hubs on demand™* - a unique combination of hosted supply hubs and managed services. Supply Chain Connect enables their blue-chip customers around the world to collaborate with suppliers more cost-effectively, reduce inventory levels, increase inventory turns and substantially lower administrative costs. For more information please visit www.supplychainconnect.com.



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