

AB Karl Hedin Bygghandel chooses RELEX to centralise replenishment

Following a successful pilot, AB Karl Hedin Bygghandel, a chain of builder's merchants with 36 outlets in central Sweden has opted to continue its cooperation with RELEX and roll out to full-scale production use.

Helsinki, 24 November 2014. Store replenishment has traditionally been taken care of by store employees at the various outlets, using PDAs. Before the cooperation with RELEX, an internal pilot project had been initiated in specific outlets, where replenishment was taken care of centrally using in-built functionality within the business system. It quickly became apparent that the model had its limitations and that there was an obvious need for more advanced system support.

The cooperation between AB Karl Hedin Bygghandel and RELEX began in the spring of 2014. After rapid implementation, RELEX was commissioned for pilot use in four outlets. Three months later, the results were clear: During the pilot, the value of inventory had been reduced while availability had improved.

"We are extremely happy that RELEX was chosen during our procurement of system support," notes Robin Eriksson, system manager at Karl Hedin Bygghandel, and continues "everything really came along nicely during the project and we achieved the desired effect." According to Eriksson, the positive news has spread quickly within the company, and employees at the other outlets are now eager to get started.

Using RELEX system support, AB Karl Hedin Bygghandel will be able to streamline replenishment in its outlets and tackle challenges such as seasonal variations and cost and freight limits. Its own sawmill will also be able to benefit from RELEX, as the order forecasts for the stores will be used as delivery forecasts for the sawmill.

"RELEX and AB Karl Hedin Bygghandel work together to ensure that customers will find exactly what they need in the stores when they need it. At the same time ensuring that excess inventory is eliminated so the company's capital is being used as efficiently as possible. It's a great example of bringing a manufacturing operation and a retail operation closer together through better supply chain management", says partner and Scandinavian Manager at RELEX Johanna Småros.

About Karl Hedin

AB Karl Hedin is a family-owned sawmill, packaging and trading group in Sweden and the Baltic States. The company was founded at the beginning of the 1900s and today has close to 900 employees and revenues of approx. SEK 3 billion.

Total production is approx. 650,000 m³, of which 200,000m³ are planned and processed wood products and approx. 55,000m³ are packaging products.

AB Karl Hedin Raw Material supplies the company's sawmills in Sweden with timber. The company's industrial and building trade, AB Karl Hedin Bygghandel, currently has a chain of sales outlets in 36 locations around central Sweden.

About RELEX

RELEX is Europe's fastest growing provider of supply chain solutions, to retailers, distributors and manufacturers.

RELEX clients in 13 European countries have become more efficient and more profitable through our pioneering demand forecasting, inventory optimisation and actionable analytics.

Clients have seen spoilage cut by 40%, inventory typically reduced by 30% and on-shelf availability routinely boosted to 98%+, saving tens of millions of pounds and improving their sales, profits and customer satisfaction.

RELEX's solution is built on a columnar database enabling in-memory calculation, improving performance over 100 times and permitting instant results to be drawn from big data flows. Our ground-breaking technology makes implementations quick, gives our clients almost complete independence to adjust and reconfigure our systems and produces rapid results. Gartner named RELEX as a "Cool Vendor in In-Memory Computing Technologies, 2014".

Founded in 2005 by a group of leading logistics scientists from Helsinki University of Technology, RELEX is fast becoming established as the first choice of retailers and manufacturers across Northern Europe. RELEX has been included in Deloitte's prestigious Fast 500 (EMEA) list of the fastest growing tech companies three years in a row. The company employs 100 people at its offices in London, Stockholm, Oslo, Wiesbaden and at its Helsinki headquarters.

For more information: www.relexsolutions.com