

CRANE WORLDWIDE CASE STUDY : CHRYSLER

Identifying Problem

Chrysler was looking for a cost effective solution to cross dock parts for the Dodge Caliber from reusable part racks and totes to customized fiberboard packaging. The re-packed parts would be loaded into an ocean container and exported to Venezuela for final manufacturing.

CWW Customized Solution

Crane Worldwide Logistics developed a cross dock solution to include the following :

- Crane Worldwide Logistics developed an Export Consolidation Center (ECC) in the Chicago area of 18,000 Sq. ft. capable of handling 3,635 vehicles annually.
- The parts are received from the manufacturing plant and inventory records are maintained against the original ASN.
- The parts are re-packed from returnable racks/containers into expendable export packaging.
- Crane Worldwide Logistics provides a shuttle service to and from the manufacturing plant to transport the parts to the cross dock operation and to return to the reusable racks to the plant.
- The parts received from the plant are received and packaged within (5) working days.
- VCI film is placed over all parts prior to container stuffing.
- A FIFO inventory management system is used to track on-hand parts and to maintain cycle count metrics.
- Each part is visually inspected for damage and daily reports are provided to Chrysler for RMA authorization when applicable.

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CWW Customized Solution Continued...

- Each export box is labeled with Chrysler approved barcode labels.
- Crane Worldwide Logistics is responsible for ordering and maintaining an inventory on the re-pack boxes based on inventory forecasts from Chrysler.
- Once the parts are re-packed, Crane Worldwide Logistics loads the boxes into Sea Containers for shipment.
- Sea container utilization reports are maintained and communicated with Chrysler during regularly scheduled business reviews.
- During the loading process, Sea Container load sheets are prepared and container pickup is scheduled with the ocean carrier.
- Crane Worldwide Logistics is responsible for processing hot or expedited parts as communicated by Chrysler representatives.

Delivering Results

Crane Worldwide Logistics delivered value by improving part cycle time, increasing cube utilization and providing proactive customer service that enhanced Chrysler's visibility through the cross dock process.

About Crane Worldwide

CWW is committed to developing and implementing supply chain solutions that will greatly enhance our customers' competitiveness in this ever-changing global arena. Contact us to see how we can add value to your supply chain.

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