

Global Plumbing Group - EDRA Y Case Study

GPG secures greater container logistics visibility, velocity, and efficiency

Background

The Global Plumbing Group (GPG), part of Fortune Brands Water Innovations, is a global manufacturer of faucets and other plumbing supplies for such well-known brands as MOEN, Riobel, Perrin & Rowe, ROHL, Victoria & Albert and Shaws. GPG manufactures in locations throughout the globe and distributes product in North America, China, New Zealand, South Africa and Europe. U.S. imports originate in Asia.

Its strong, robust global supply chain is a key enabler for driving strategic scale efficiencies utilizing innovative capabilities.

Business Challenges

In 2021, GPG determined that the following areas needed to be addressed to enable them to be more effective in managing their global ocean supply chain:

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- Improve cost savings, reliability and logistics performance
 - Visibility – There were multiple divisions with no connected visibility across all divisions
 - Greater container logistics reporting and analytics
 - Insufficient coordination of inbound containers at destination, as well as drayage partners and performance. Once containers were unloaded from a vessel, GPG didn't have visibility to or freight data that would provide the ability to actively manage inbound containers.

Moreover, detention and demurrage (D&D) costs, drayage carrier performance, and exceptions weren't being actively monitored and resolved to keep freight moving.

Solution

EDRAY, the Collaborative Port Logistics (CPL) solution, was brought onboard to boost GPG's import supply chain network efficiencies, reliability and performance. EDRA Y's Destination Management including real-time visibility with the EDRA Y NOW platform offers active monitoring and management of import container flows ensuring containers move in the most efficient and cost-effective manner possible. Capacity via EDRA Y's Drayage Marketplace, rounded out the array of services from EDRA Y necessary for GPG's reliable container management.

Seamless, integrated data connectivity provided GPG with a more effective way to manage inventory, control freight costs, forecast and plan. Full system integration enables GPG's entire organization to see cross-divisional shipment analytics and each and every container.

EDRAY's team dedicated to GPG's imports is responsible for tracking container equipment, its free-time and any associated D&D surcharges. Ongoing container equipment management enables GPG to effectively track and control equipment related costs. Delays are a thing of the past with enhanced visibility to container milestone data.

Incorrect or missing freight data can hold up import containers, especially at ports and terminals. To address this issue of poor data quality, EDRAEY scrubs vendor data, such as ETAs from ocean carriers, to improve vendor data quality. Data cleansing or validation ensures there's high quality, actionable data across the entire CPL platform.

“At GPG, we're extremely pleased with the significant progress we've made with EDRAEY. We can now see every container and the associated financial costs.” Matt Novak, Vice President, Global Distribution and Transportation at Fortune Brands Global Plumbing Group

ROI results - GPG import supply chain time and cost savings

GPG has achieved enormous cost savings working with EDRAEY's Destination Management services.

Detention fees for the first two quarters of 2021 compared to the first two quarters of 2022 indicate a whopping - **90% savings** in detention fees representing several million dollars.

During this same period, detention dwell-times improved significantly, in particular DC gate-out to empty return, the number of days was **reduced 20%**.

The future looks bright for the GPG - EDRAEY business relationship. This innovative and collaborative partnership will grow as the next stage of the relationship expands to include: chassis management, a drayage sourcing plan and taking advantage of vendor coordination across Fortune Brands' divisions to achieve the greatest cost benefit through group negotiating power.

