



## “A more professional shipping department”

**During the summer of 2008, the truck manufacturer, Atlet, decided to transfer responsibility for its transport and shipping functions to Sonat. Atlet's logistics and transport manager, Johan Rydén, previously had gotten help from Sonat in connection with larger transport procurements.**

“During that procurement I gained a lot of confidence in Sonat's ability to ensure both a high level of performance and a good price. The goal with the cooperation with Sonat was to get a better coordinated transport operation, control over transport bookings and increased delivery quality,” explains Johan Rydén. Now, Sonat has gotten responsibility for the ongoing booking of transports and for managing Atlet's shipments of trucks that are delivered from the factory in Mölnlycke to demanding customers throughout the world. In addition, Sonat is responsible for the control of all transport invoices and for handling claims with shippers.

### **Customers in 50 countries**

A lot has happened since 1958 when founder, Knut Jacobsson, started Atlet at home in his kitchen in Gothenburg. Today, the company is active globally with its own subsidiaries in 30 countries and distributors in an additional 17 countries.

However, the basic concept is still the same; to improve profitability in the customers' internal material handling by offering ergonomic and user-friendly products.

In 2007, Atlet was acquired by the Japanese company, Nissan, which has created conditions for Atlet to take an additional step in its global expansion. “Fast and secure deliveries are an incredibly important part of our offer. Just several months after the imple-

mentation we saw clear results of our cooperation with Sonat. Trust and accessibility have increased and we feel extremely secure in that Sonat is monitoring the situation fully, with more focus on individual outgoing deliveries and where they are in the flow” .

Johan Rydén tells that Sonat's personnel have quickly gotten great confidence in Atlet's organization and externally in relation to customers and transporters.

“The best thing is that they behave as if they are our own shipping department. Many perceive Sonat as our own personnel, which gives us added value.”

“Since we were purchased by Nissan the demands have increased that we should act efficiently and professionally in all areas. In view of this, Sonat's competent personnel are an important resource for us,” says an obviously satisfied Johan Rydén.

In the future, Johan Rydén sees the possibility for expanded cooperation with Sonat.

“We have a good cooperation that will likely be developed further in the future. Just how is something the future will tell!”

<b>ABOUT ATLET</b>	Atlet's business concept is to improve profitability in the customer's internal material handling by offering user-friendly and ergonomic products including after-market support and associated services. The operation has sales of almost SEK 2 billion and employs around 1,000 people. Since 2007, Atlet has been owned by the Japanese company, Nissan Motors.
<b>THE PROBLEM</b>	<ul style="list-style-type: none"><li>• Poor control of the flow of outgoing deliveries of trucks and for the company's total transport use.</li><li>• Lack of controls over exactly where the customers' products are in the delivery chain.</li></ul>
<b>THE SOLUTION</b>	<ul style="list-style-type: none"><li>• Sonat's personnel have been "in-sourced" as Atlet's own shipping department.</li><li>• Sonat's personnel are both an internal shipping department that acts operatively in daily operations as well as a long-term development partner.</li></ul>
<b>THE RESULT</b>	<ul style="list-style-type: none"><li>• Reliability and accessibility have increased in Atlet's flow of trucks.</li><li>• Better coordination of the transport operation.</li><li>• A more structured transport booking.</li><li>• A professional shipping department that provides added value both internally and for Atlet's external customers.</li></ul>