



Interview with Hervé Lepère (ID Logistics) : « Graveson (proche de Châteaurenard) satisfied all conditions to host the Boulanger platform ».

Boulanger, the specialist in multimedia and household appliances for the general public, has asked ID Logistics to create a logistics platform to supply all the south of France. The Graveson site close to Châteaurenard was chosen to host the 36 000 m2 Boulanger warehouse which is planned to open near the beginning of the second half of 2009. Hervé Lepère, real estate project manager at ID Logistics, explained the reasons for this choice and the missions assigned to his Group.



> What will ID Logistics be doing for the Boulanger Company?

Hervé Lepère: The contract signed with Boulanger applied to the construction and management of a 36 000 m2 warehouse. ID Logistics needed to identify an installation location that satisfied the defined criteria:

- centre of gravity study (geography and transport costs)
- design of the building architecture to satisfy expressed needs;
- definition of the logistics service based on handling stock.

> What were the reasons for this installation in Graveson?

Hervé Lepère : We were looking for a site capable of distributing Boulanger products throughout the south of France. Graveson satisfied all conditions to host this platform. The location of the warehouse close to Avignon is near a freight station, and the river and motorway networks. The cost of land and the employment basin also influenced the choice.

> What efforts were made in the building design to protect the environment?

Hervé Lepère: The project was developed by the investor, Parcolog, and constructed by the ABCD company that is responsible particularly for solving sustainable development problems related to the installation of the warehouse. Many efforts were made towards energy savings and protection of the environment. Thus, a rain water recovery system will be used to supply toilets, and low energy consumption lighting will be installed. Similarly, many recyclable materials were selected for some of the building structures and vegetation will be planted outdoors for landscaping.



> **What organisation will be used within the platform?**

Hervé Lepère: 120 jobs will be created to handle incoming and outgoing flows and stock management of Boulanger products. There will be two shifts, one in the morning and one in the afternoon, to manage 20 000 items, 10 000 parcels per day and 5 freight wagons making a daily connection with the Boulanger platform in the North region. The efficiency and reactivity of teams will also be based on technological tools. Orders will be prepared by an automated “speaking voice“ system. Preparation technicians will be equipped with headsets and will be more independent. Stock management should also be available on the web in real time for Boulanger customers and shops. Finally, a rounds software should also be set up to reduce platform departure delivery times.

