GreenFiber and GreenTech are part of GreenGroup, which started their journey in 2002. Today, GreenGroup is an important embedded regional group of recycling and a promoter of the circular economy. GreenGroup is leader in the European market in the field of PET recycling and synthetic fiber production from recycled PET and a key player in the field of electronics recycling, glass waste recycling, and industrial waste recycling. Currently, the GreenGroup ecosystem comprises five major business divisions: PET packaging waste recycling, electrical and electronic waste (WEEE) recycling, glass packaging waste recycling, industrial waste management, and extended producer responsibility (EPR) for packaging waste

TRANSPORTATION OPTIMIZATION AND PLANNING

"Green Group is the largest integrated waste recycling group in Central and Eastern Europe and a major player in the circular economy.

With an installed recycling and production capacity of over 460,000 tons annually, Green Group makes an important contribution to the recovery of valuable materials from waste and to the acceleration of the circular economy in Europe. We would not have managed to reach these dimensions if we had not always been looking for new opportunities for development, transformation and innovation. We chose the partnership with the CargoPlanning platform to help us optimize the logistics processes within the group. The main reasons why CargoPlanning was the right choice are the team's innovation and capability. They demonstrated a good understanding of our needs and way of working and we achieved customized solutions. As a result of this collaboration, our logistics, sales and procurement teams have better internal communication and we have created a transparent and efficient process of collaboration with transport suppliers."

Commercial Director Daniel - Cătălin APETRI

CHALLENGES

- Communication between the purchase/sales department and the logistics department;
- Centralization of orders from suppliers and customers;
- Real-time information regarding the status of an order;
- Transparency in collaboration with transport providers;
- Digitization of processes;

RESULTS

- Medium and long term transport planning;
- Increasing the efficiency of the logistics team;
- Faster and solution-oriented decision-making processes;
- Multiple options for solving transport orders;

GreenTech and GreenFiber have five subsidiaries and together have more than 13,000 customers and suppliers across Europe. Each of them was given access to the CargoOrder portal to enter their sales/purchase orders. The logistics team consolidates these orders into transport orders and they are allocated both through spot auctions organized in the CargoPlanning module and according to contracts established following tenders organized through the CargoTender module.

This worlflow facilitated the transmission of information both between departments and branches and towards customers and suppliers, while keeping a history of all orders. Planning shipments a month in advance, by organizing tenders, gives the whole team and management an assembly picture of the activity.

The reports obtained through the platform provide a solid basis for managing resources effectively and setting new goals. With an average of 1000 orders per month, all information is centralized in one place, including the digital documents submitted by the carriers.

GreenGroup is constantly looking for ways to improve processes, which has challenged us to improve our services. The next objective is to implement the CargoSlot module for planning and managing loading and unloading at warehouses. Platform modules are interconnected, which makes it possible to automatically transfer information between modules and simplifies the process of booking a slot.