

Brambles

Enabling the Physical Internet via collaboration and innovation

November 2016

A perspective on the networks required to enable the Physical Internet



The World is Changing

Principles of the New Economy



The World is Changing

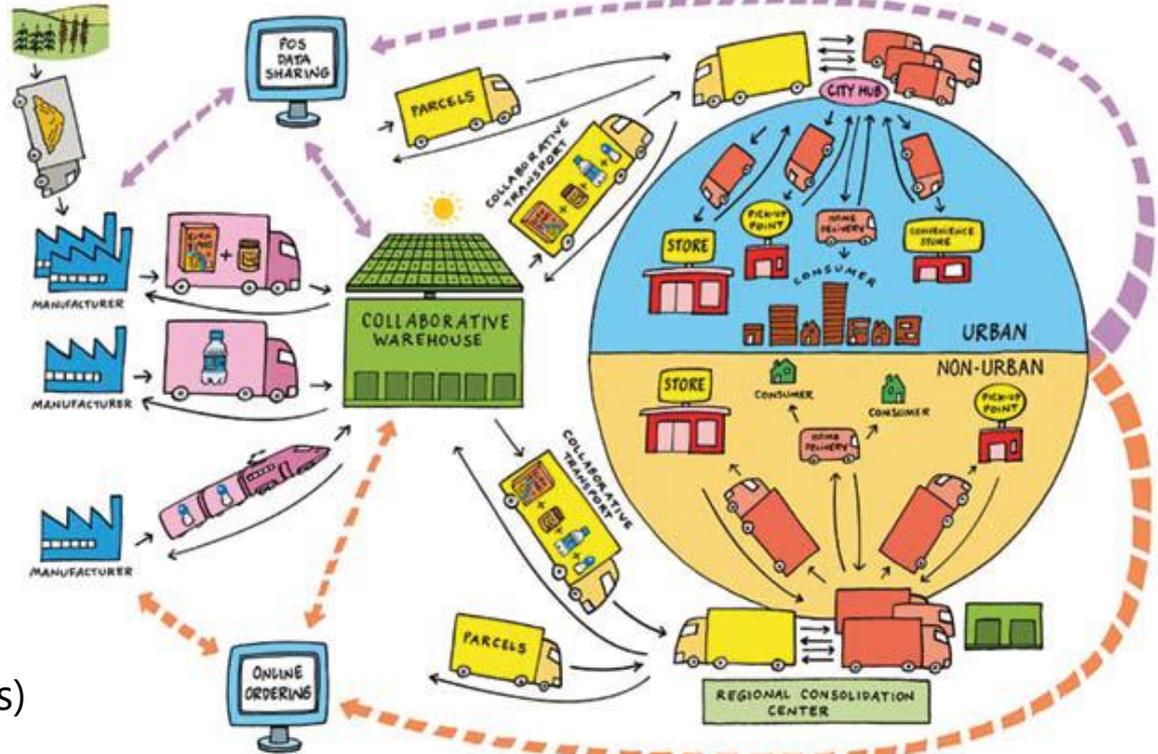
Principles of the New Economy

Four key principles emerge:

1. Access
2. Sharing
3. Network Advantage
4. Standards

GCI: 2016 Value Chain*

- Multi-partner information sharing
- Collaborative warehousing & transport
- Urban hubs for city delivery
- Focus on in-store logistics, collaborative physical logistics, reverse logistics (recycling & returnable assets)



*Global Commerce Initiative

Source: "2016 Future Supply Chain" by GCI and Capgemini. www.cgi-net.org

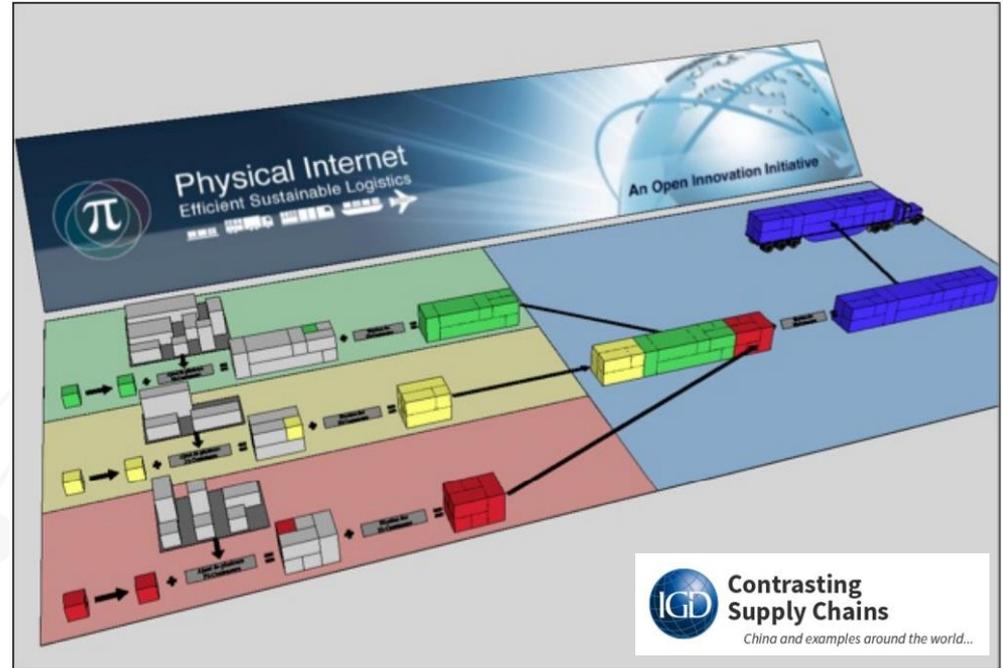
The Physical Internet

Dynamic flows

“Open global logistics system founded on physical, digital and operational interconnectivity through encapsulation, interfaces and protocols”

- Open market for logistics
- The network effect of users
- Shared networks
- Community
- Modular Containers

Source: Physical Internet Manifesto, Prof. Benoit Montreuil CIRRELT, Université Laval, <http://physicalinternetinitiative.org/>



Brambles' perspective

End-to-end involvement in the world's supply chains



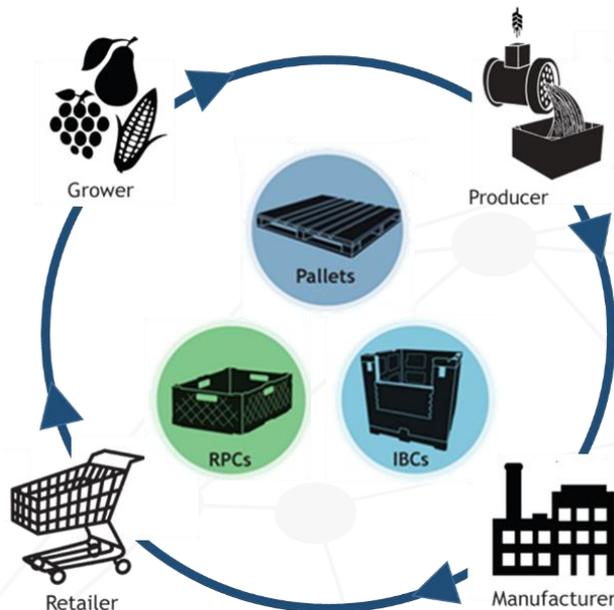
60+
COUNTRIES



14,500
EMPLOYEES



+550 million
PALLETS, CRATES,
CONTAINERS



REUSE

SHARE

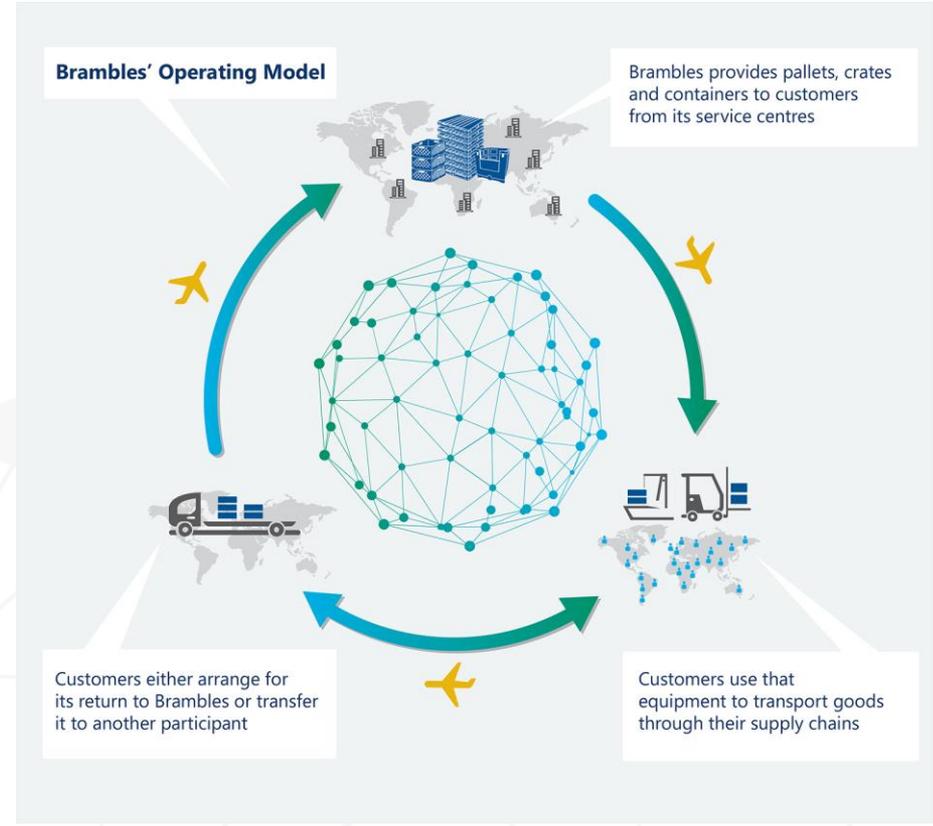
SERVICE

Brambles Model

Shared flows

Pallets, crates and containers are the industry standard means by which products, fresh produce and materials are moved between locations.

An invisible network that supports and enables the operation of millions of businesses in both national and international markets, from local stores to almost all of the globally recognised corporate brands



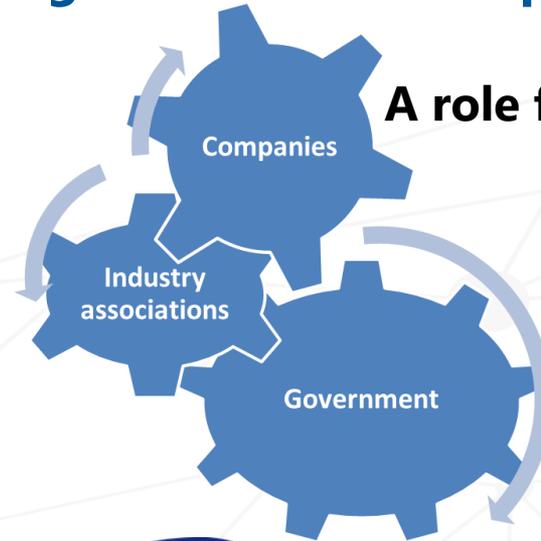
CHEP - CAITEC logistics research

CHEP

A Brambles Company

“China FMCG Industry Supply-Chain Logistics Research Report”

- Independent cost analysis showed clear efficiency gains are enabled by **palletisation**, to increase materially over the next 5 to 10 years
- Environmental and safety benefits
- The challenge of standardisation, collaboration, education, innovation



A role for everybody



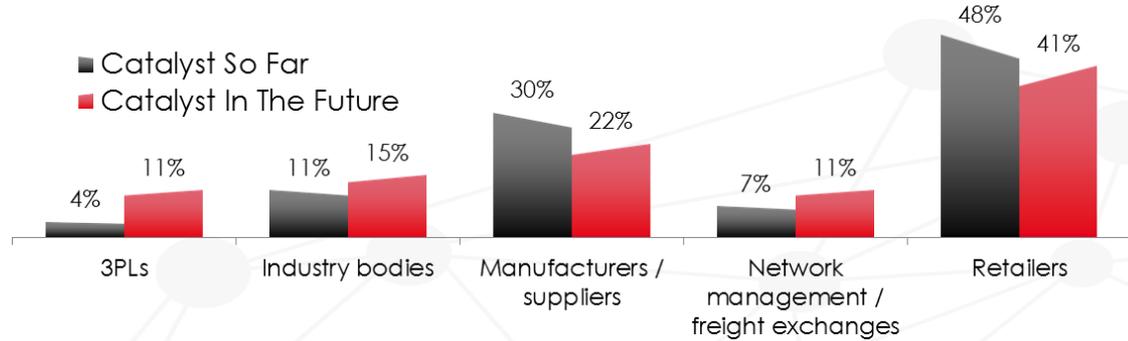
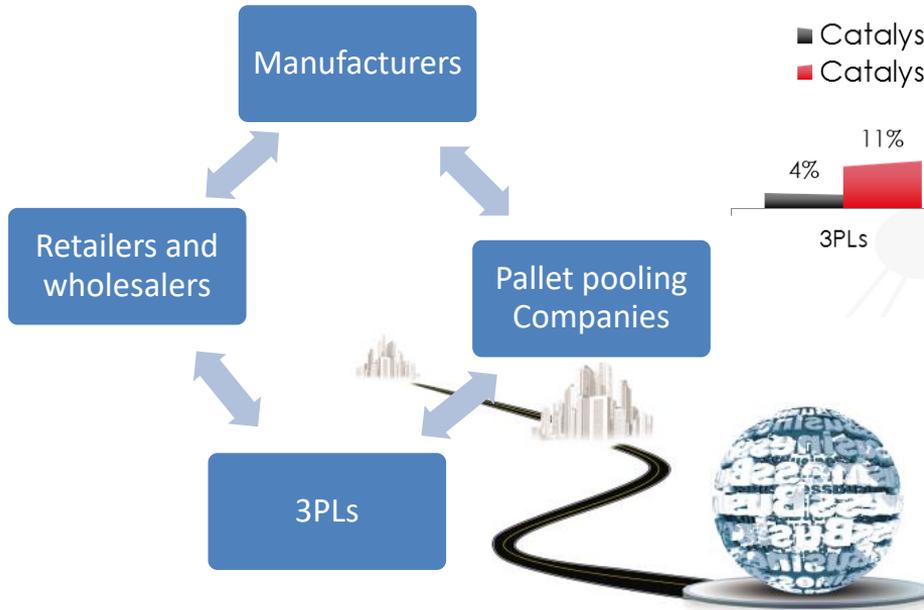
商务部国际贸易经济合作研究院
Ministry of Commerce The People's Republic of China
Chinese Academy of International Trade and Economic Cooperation

Collaboration / harmonisation

CHEP

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All players benefit from working in harmony in the physical internet

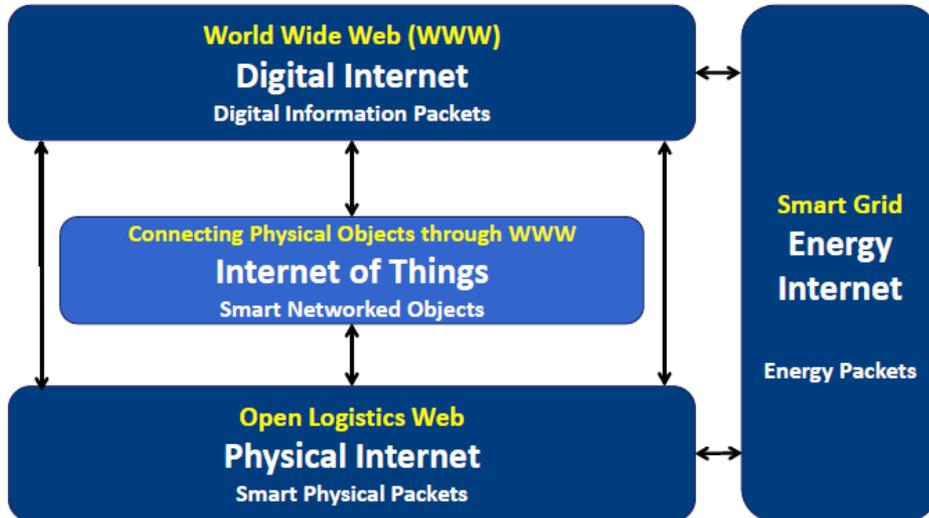


Biggest catalyst for a collaborative approach to logistics

Source: 

Innovation: data & logistics web

Combining Physical and Digital for Greater Customer Value



Brambles established BXB Digital in Silicon Valley

- to accelerate innovation in digital supply chain solutions for our customers
- Make 550 million assets smarter

Original schematics from Benoit Montreuil, 2010, Physical Internet Manifesto, www.physicalinternetinitiative.org

A Final Thought

Opportunities in Malaysia?

Malaysia employs 1 standard shared pallet for every 10 people

Australia employs 7 standard shared pallets for every 10 people

What efficiencies could the Malaysian Supply Chain generate by moving further along the sharing journey?