

Agility and proactivity to transform the supply chain at ASDA



advanced
intelligent supply chain
a Reconomy Group company

ASDA

Customer Overview

ASDA is one of the largest supermarket chains in the UK by market share, however, its own label of clothes, George, is the most popular supermarket fashion brand among UK consumers.

Launched in 1989, George is now sold in over 560 stores and through George.com, which is one of the fastest growing online fashion businesses serving over 800,000 customers a week. George, exclusively at ASDA, has helped to lead the changing face of British fashion over the past two decades, and are one of the largest fashion retailers in Britain. Mintel estimate that George is the fourth largest retailer of clothing in the United Kingdom

George has steadily built up a reputation for quality, style and value. Highlighted brand priorities are saving customers money and offering “the best value, affordable and inspirational clothing for their family”.

Services Used:



**Planned and
Unplanned
Compliance re-work**



**Value Added Services
– Up and Hang, Tag
Labelling, Ozone**



Warehousing



Quality Control

History of Partnership

Our partnership with ASDA dates back to the late 1990's, George needed to maintain market share so they were looking for partners to assist in evolving their supply chain and warehouse capacities to allow ASDA to increase speed to market and ensure product availability.

Our experience and reputation for innovative solutions and agility in the clothing sector separated ASCG from other less agile operators.

ASCG have provided value added services in the form of both planned and unplanned processing and NCS for ASDA/George for over 10 years and as such can evidence experience and a clear understanding of both quality and service expectations of a similar solution required for M&S

ASCG has an established and long-standing working relationship with ASDA/George along with other key retail partners and Brands. We have a clear understanding of the marketplace in which ASDA are firmly and successfully positioned. Our work with other major retailers has ensured that we understand the importance of brand reputation and meeting the expectations of the customer and the promise given to them.

In order to future proof both ours and our customers operations, provide transparency, visibility and reduce manual admin we develop sophisticated software solutions that give real time control tower visibility of goods at all stages of the supply chain.

At ASCG we do not provide a "one size fits all" solution and tailor our services to the needs of our customers to ensure that we deliver on their specific requirements.

ASCG currently handles in excess of 30 million units through NCS and planned & unplanned processing.



10 Years

of providing
Value Added Services
for ASDA/George



30 Million

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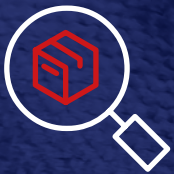
Services:

- ▶ Garment, cosmetic and homeware reprocessing
- ▶ Spot cleaning
- ▶ Steam tunnelling
- ▶ Hand pressing
- ▶ Sewing
- ▶ Repackaging and Labelling of Goods
- ▶ QC and Inspection at AQL level
- ▶ Metal detection
- ▶ Ozone treatment, decontamination, and fumigation
- ▶ Return to Manufacturer

Additional Services Supplied:

- ▶ Flat processing
- ▶ Un-pack/re-pack
- ▶ Out-sort
- ▶ De/re-ratio
- ▶ Kitting up
- ▶ Labelling/re-labelling - jiffy & satin
- ▶ Label printing – bar codes & satin
- ▶ De/re-tag

Technical Garment Processing:



QC inspections including measurements/faults/shading



Ozone treatment



Compliance checks & delivery reports



Footwear clean and polish



Returns processing and rectification



De/re-branding



We have a great partnership with Advanced. The quality of their communications and expertise in the garment sector is second to none, and has proved extremely beneficial especially during these challenging times.

ASCG are a key partner with George and have developed what began as a traditional NCS service into a full QC and compliance; ensuring that stock is green lane receipted at DC.

We have been trading with ASCG since 2009 operating our nominated carrier scheme collecting cr. 30 million units per year from our UK fashion landed supply base and delivering into our regional DCs.

Working in partnership with ASCG we have educated our supply base and have reduced instances of non-compliance year on year, in turn reducing excess costs from our supply chain and the requirement for QC checks within our DCs.

For all clothing retailers, delivering efficiencies and improving speed to market is vital, and by offering a best in class service ASCG have helped us to achieve this.



Daniel Wicks, Head of Supply Chain for George, ASDA



Caroline Ellis, Commercial Director, ASCG said:

"Agility, rapidity and accuracy at the forefront of our approach to business and we are delighted to have been able to help ASDA manage their challenges in recent years."



Further information:

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