

# Sirius 2 - Crating

## European Info Day

- 13 September, 2011 -





# European Info Day

a ***Traffic Avoidance*** action  
for Volvic mineral waters  
between Germany and France



## Sirius : a strategic network Project...

 An ambitious Supply chain reengineering project

 2 Partners : Danone Eaux France (Volvic)  
Danone Waters Deutschland




 A 2 steps Project :


- step 1 (2008/2010)  
Sirius 1 Modal Shift (call 2007)


- step 2 (2010/2015)  
Sirius 2 crating Traffic Avoidance (call 2009)

## Sirius Project ambition?



 **Modal Shift** through maximum use  
of trains for product replenishment  
instead of trucks

 **Multi-Brand Volvic/Evian Offer** from 2  
platforms in Germany to support commercial strategy

 **Traffic Avoidance** through late differentiation  
of packs to crates



# SIRIUS 2 crating « traffic avoidance » status



Sirius 2: results in line  
with expectations



**Duration of EC subsidy**  
(July 2010/July 2015)

**60 monthes**



**Total traffic avoidance**  
during EC subsidy

**46'768'500 vkm**  
**3'741'480'000 m3kms**



**Eligible Depreciations on Ancillary investment** **3'708'560 €**  
(Pack capacity line at volvic plant)



**Environmental and social benefits**  
(external costs)

**32'737'950 €**



**Eligible costs on total period**

**46'905'451 €**



**EC contribution**

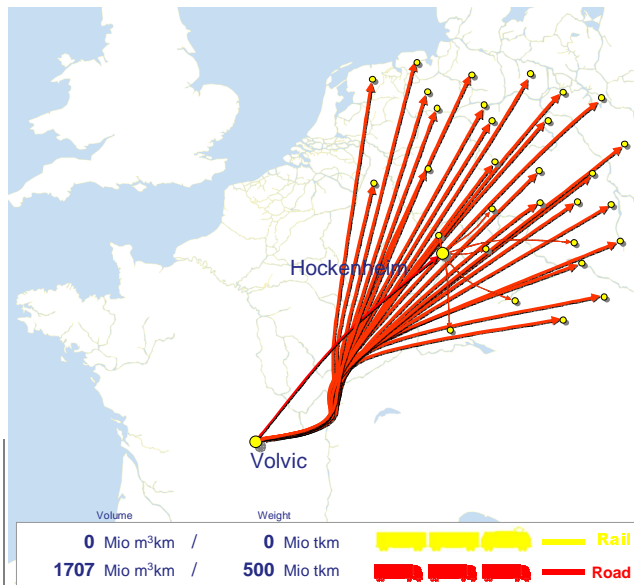
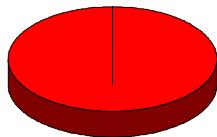
**5'030'000 €**



### Sirius Modal Shift - Volvic Initial Flows (2007)



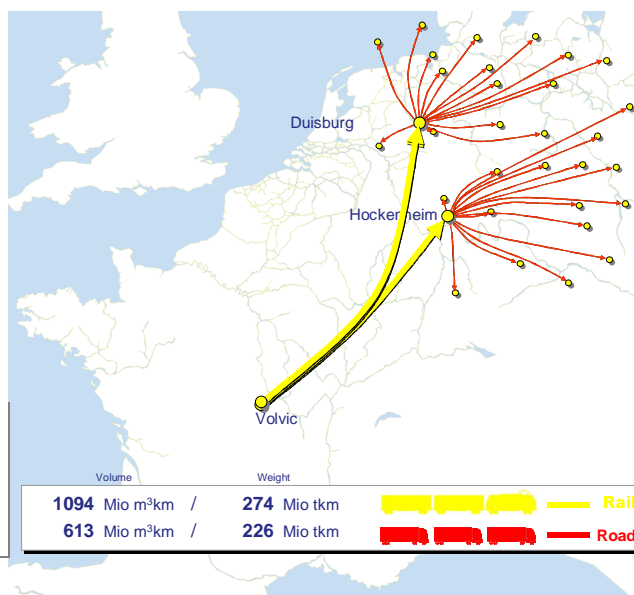
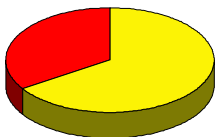
625 000 Pallets /  
1707 Mio M3Kms  
on Road !!!



### Sirius 1 Modal Shift - Volvic New Flows



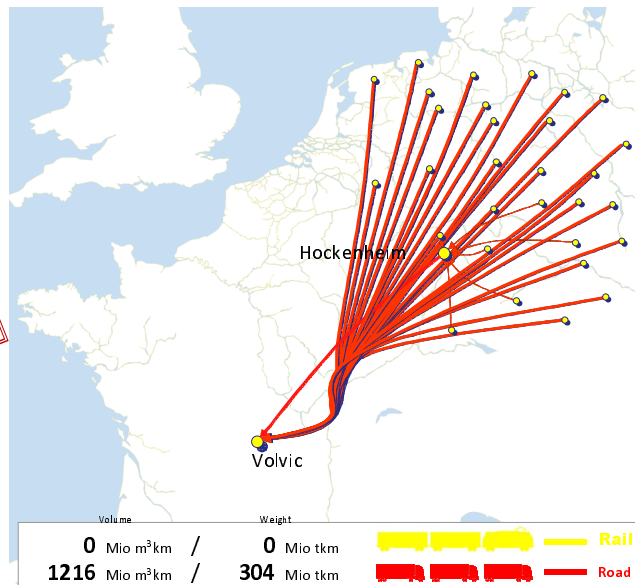
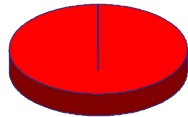
Marco Polo Award  
2007  
"Modal Shift"



## >> VOLVIC Reverse Logistics - Initial Situation (2007)



460 000 Pallets /  
1216 Mio M3Kms  
on Road !!!

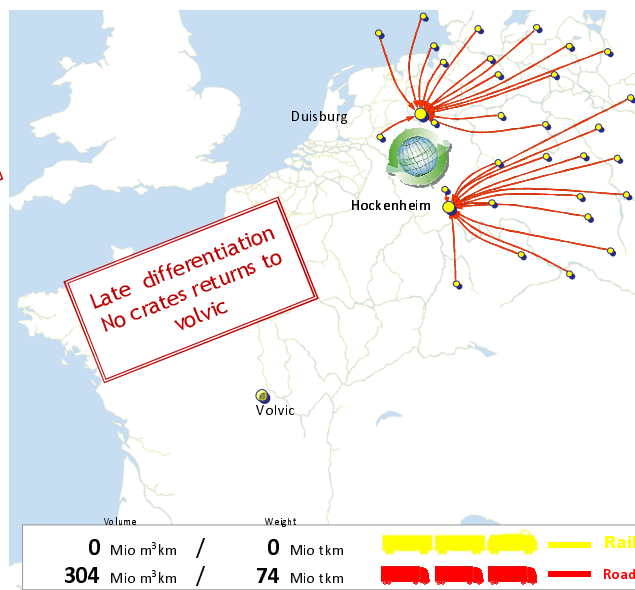


## >> Sirius Traffic Avoidance Volvic Reverse New Flows (2010/2015)



Marco Polo  
Award 2009  
"traffic  
Avoidance"

Late differentiation  
No crates returns to  
volvic



## >> Traffic avoidance : Where are we ?



**2008** : Pilot crating line  
in Hockenheim platform  
for Evian products



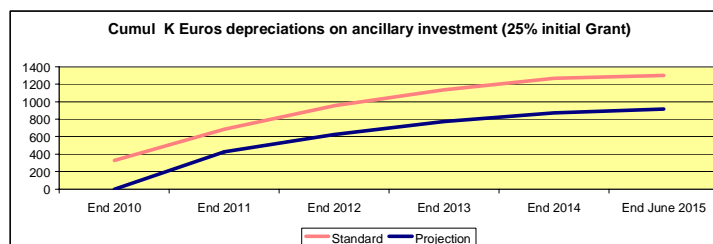
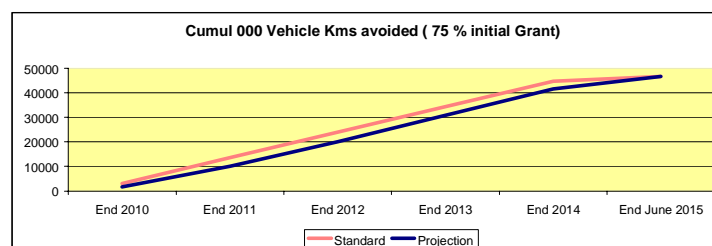
**2010** : New crating line  
(3,5M€ capex) in Duisburg  
platform and extension of  
crating to Volvic products



**2011** : New Packs line  
(3, 3M€ capex) in Volvic  
plant and full speed crating  
at German platforms



## >> Projections close to initial contract...



## Key learnings



The success of Sirius 2 crating is linked to our ability to manage regular full Trains from France to Germany industrial pallets (have to be transported by rail for quality reasons) ...

... and rail service from our operators is often an issue



We have under estimated the technical complexity of our copacking crating process at German platforms , considering our huge volumes , and it took all 2010 second half year to get a correct ramp up.



But the Marco Polo support has helped us to motivate all our internal and external partners in order to settle the foundations of this virtuous Supply chain....

## Sirius 1 and 2: a huge impact on CO2 reduction...



**Total CO2 reduction on Volvic to Germany Supply Chain**

**will reach 13 000 Tons in target ,  
meaning 45%**

**versus initial situation.**



**Nearly 20 000 Trucks will be removed off  
the road each  
year between Volvic and Germany ,  
meaning 14 million  
vehicles\*kms , or 500 times the earth  
perimeter**



Marco Polo approval highlights our societal and environment values...



2011 :

Evian Carbon neutral

Volvic Germany >50% CO2 reduction

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133g co2/l Worldwide

Thank you for your attention !



MARCO POLO   
NEW WAYS TO A GREEN HORIZON



SIRIUS

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