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MAKING GOOD USE OF SPACE

THE decision by Pan Asia Logistics Singapore to invest in an advanced storage system that could hold more materials in less space turned out to be a critical turning point for the company’s drive to be more productive.

Known as mini-load automated storage and retrieval system (ASRS), it enabled the third-party logistics player to create a storage capacity that required half the space. This helped increase operational efficiency by three to four times compared with conventional systems, and also reduced the manpower required by 30 per cent.

“Faced with scarcity of land, labour and escalating cost, we embarked on an ambitious productivity project jointly with our client to install the mini-load ASRS. The system is specifically designed to address and optimise resource utilisation,” said Mr Gerald Tan, CEO of Pan Asia Logistics (PAL) Singapore. The logistics services provider counts multinational corporations like Mercedes-Benz, Bayer, Panasonic and BASF among its customers.

Pan Asia Logistics Singapore’s productivity efforts are driven by the needs of its customers. BY FRANCIS KAN

He added: “It is a high-density, high-storage and high-speed warehouse system that is efficient, precise and quick for put away and retrieval processes. Our warehouse facility was also purpose built to take full advantage of the ultra-high system.”

The company’s productivity efforts are driven by customer demands, explained Mr Tan, and indeed the decision to adopt the mini-load ASRS was made in order to meet a customer’s requirement for speed and high volume. However, PAL used the opportunity to showcase the new technology to other potential customers.

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He noted that productivity has become a core part of PAL’s business model and initia-

tives in this arena are driven by the company’s senior management. The challenge, then, is to ensure that this mindset is adopted by the rest of the organisation.

“All entities, units and divisions must be involved in the process being driven by management. Productivity improvement and innovation will be successful only when driven from the top,” he said. “Only then will everybody follow suit and understand its importance, eventually it will be woven into the fabric and become part of the DNA.”

The company is leveraging on talent and technology to further its mission to boost efficiency. It recently invested in a new HR Management System and launched training and development programmes for its staff. It also set up a think tank to develop “mission specific” logistics products and services.

Said Mr Tan: “The logistics industry needs disruption to prepare for the next generation of logistics solutions, because the next generation of customers and employees are born into the digital age.”



**Logistics Efficiency in Asia
through German Expertise**

Pan Asia Logistics is constantly innovating to create the next generation of global transportation and logistics solutions. The company is continuously adding specialised services such as life science; fashion; and reverse logistics to its portfolio to stay ahead of industry trends. Recently, Pan Asia Logistics has also taken active steps to build additional capacity in response to its clients' projected growth. Pan Asia Logistics will continue to take its unique blend of German efficiency and Asian commitment to new heights in the years to come to make logistics work smarter and harder for its clients.

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