

# Customer Success Story

## Total Category Management (TCM) Solution

### SUPPLY CHAIN OPTIMIZATION

Olean Wholesale Vice President of Procurement Scott McCann saw the Bunzl TCM Solution as the perfect way to provide his independent retailer members with a wider selection of store operating supplies at lower prices. With a Bunzl program in place, Olean has been able to increase its cash flow and revenue.



- Wholesale grocery co-op
- 150 independent-grocer members
- 380,000 square-foot distribution center in Olean, NY
- Service area: Western and Central New York, Western Pennsylvania and Northeastern Ohio

“The Bunzl TCM Solution gives Olean a competitive edge on store supplies and a dramatically expanded product portfolio. Our retailer members no longer have to buy from multiple outside vendors to fulfill all of their packaging and jan/san needs. The Bunzl one-stop-shop experience streamlines our supply chain and keeps more of our member spend in-house, which benefits our entire organization. During our first year with Bunzl, we’ve seen 25% more of our members buy their store supplies from us through the Bunzl cross-dock program, and we look forward to expanding this number.”

#### Scott McCann

Vice President of Procurement  
Olean Wholesale Grocery Cooperative, Inc.



### BUNZL DISTRIBUTION

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The Bunzl Buffalo/Olean team meets at Olean's 380,000-sq ft warehouse.

### CLIENT CHALLENGES

Olean Wholesale is a member-owned grocery cooperative providing products and services that enable its independent grocer members to operate successfully. Olean Wholesale Vice President of Procurement Scott McCann wanted to enhance three key components of his store supplies program:

- **PRODUCT LINE:** McCann wanted to offer members a wider range of store supplies from a single source while reducing his warehouse inventory.
- **RETAILER SUPPORT:** McCann knew he needed a distributor partner with category management expertise to help members improve their profitability in the store perimeter.
- **COMPETITIVE COSTS:** McCann wanted to improve his store supply pricing so members could better compete against supermarket chains.

### SOLUTION

- Bunzl increased the co-op's store supply product availability by 1,500% with 3,000 items, including a new jan/san program.
- Bunzl's category management experts visit Olean member retailers on an ongoing basis to recommend innovative packaging solutions that reduce costs and drive sales through better merchandising.
- Bunzl's used its national buying power and premier vendor relationships to secure optimal product pricing for Olean.

### RESULTS

- Thanks to Bunzl's 99% fill rate, Olean was able to slash its warehouse store supplies inventory in half, freeing up storage space and cash to invest in higher-margin dry goods that generate greater profits. Bunzl's one-stop shop also reduces Olean's administrative and labor costs to improve the bottom line.
- Bunzl's ongoing category management guidance is helping member retailers produce a profitable lift in the fresh areas of their stores.
- Bunzl's value pricing is helping members compete more effectively.