

Case Study

MAC Carpets

MAC Carpets is one of Egypt's Top exporting companies with over 90% of production going to more than 107 countries worldwide. A sister company of the Oriental Weavers Group, one of the largest private industrial conglomerates in Egypt, MAC is considered a world leader in the production of custom tufted and digital printed carpets and rugs.

Situation

Mac operate a successful internal logistics service with a flexible outsource model. A demanding logistics function requires a consistent partner who can cope with the specific requirements and conditions of their business. Key technical challenges facing Mac Carpets include theft of cargo and tight quality control over stuffing and loading processes. A pooling system is applied to loading so containers can only be onsite the same day of loading, making seamless movement imperative. Because of the sheer size of the operation, theft has been a major challenge for the company.

Solution

Trimar Forwarding sends a representative to oversee the stuffing, loading and trucking of goods. This is a service that has always seen Trimar ahead of the curve in comparison to other forwarders. Return on investment for this service is quickly realized by both parties as relationships are quickly formed and operational challenges identified.

Building strong relationships with the personel at the both the factory and transport teams is top priority in any business. Regular updates, meetings and training and feedback sessions have ensured that we continue to catch any issues in quality before they effect time and ultimately cost.

Due to our performance Trimar have been able to give excellent credit terms to Mac Carpets, which would only be possible through our commitment to zero defects and strong relationship. Providing a high service level, dedicated response and customizable delivery for the right price can be challenging.

Benefits



“We continue to develop our relationship with Trimar Forwarding. The team show their commitment to the business on a daily basis and exceed examples set by others in their field.”

- Ocean Freight
- Trucking
- Security personnel
- Quality assurance
- Loading and stuffing
- Handling
- Paperwork
- Clearance

