DHL partners leading Thai soy milk company Green Spot to distribute products across Thailand





• Producer of leading soy milk brand, 60-year-old Green Spot, partners DHL to handle its distribution as it grows brand portfolio and domestic reach
• DHL brings transport innovation, leading-edge efficiency and transparency for Green Spot and other leading FMCG manufacturers in Thailand

DHL Supply Chain, the global market leader for contract logistics solutions, has partnered top soy milk manufacturer Green Spot Co. Ltd. to distribute the beverage company's products across Thailand. Green Spot, producer of Thailand's first non-carbonated orange drinks branded Green Spot and soy milk beverage branded Vitamilk, Vitamilk Champ and V-Soy, will benefit from network efficiencies as a result of DHL's differentiated product strategy. This includes full visibility for "Track and trace" delivery status via DHL Connected View, a web-enabled system providing near real-time shipment data visibility that is accessible anytime, anywhere, and EPOD (Electric Proof of Delivery), which DHL implemented to offer customers an electronic form of POD administration, helping customers to save time and reduce their carbon footprint.

Chote Sophonpanich, the Chairman of Green Spot Co. Ltd, said: "Our mission is to add vitality and happiness to people's lives. Partnering DHL Supply Chain will help us fulfill our mission by managing transport services to deliver our products to our customer at the right place and the right time, in the best condition. In the future, logistics will see major disruptions from digitalization and artificial intelligence. DHL has already started on this journey and will be able to support our transformation. We are looking forward to working more closely with DHL and I believe this fruitful partnership will lead us to success together."
Under this partnership, DHL will deliver packaging materials to Green Spot's plants in Nongkhae, Rangsit and Suratthani. From there, it will transport finished goods to Green Spot's distribution centers in Khlongluang, Kingkaew and Kratoombaen. It will also deliver finished products from plants and distribution centers to more than 200 stores of Green Spot's customers for both traditional and modern trade supply chains across Bangkok and upcountry, making 50 hauls per day. Green Spot Co., Ltd. products include Vitamilk, Vitamilk Champ, V-Soy soymilk and Green Spot orange drink, and the products are also exported to more than 20 countries around the world.

Kevin Burrell, CEO, DHL Supply Chain Thailand Cluster (Thailand, Vietnam, Myanmar, and Cambodia), said: "Our aim is in ensuring DHL builds real differentiation of service offering, developing our own growth strategy for the business, as well as consolidating and expanding our customer relationships. DHL is serving Green Spot to manage its domestic transportation, to distribute products to the consumer more effectively. The efficiencies we have brought to Green Spot's distribution planning and strategic management have supported the growth of their business operations. Moreover, DHL is proud to be part of the delivery of Green Spot products, a company with over 60 years of heritage in Thailand. DHL's offering provides customers with a high degree of on-time delivery, faster document processing and deep data analysis for the optimization of the full extent of Green Spot's transport operations".

DHL aims to provide a one-stop service for logistics supply chain integration to international standards, supporting local and international customers in various sectors – Consumer, Retail, Technology, Automotive and Engineering and Manufacturing. Its diverse expertise enables quick-start operations for customers from all sectors using DHL's Shared User Warehouses and Transport Networks. DHL Supply Chain sees a real opportunity in Thailand to help its customers grow successfully and constantly improve Safety, Quality and Cost Management through innovation and by marketing differentiated services.
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DHL – The logistics company for the world
DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 360,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as "The logistics company for the world".
DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 60 billion euros in 2017.