

Sheng Siong use safe and reliable Olivo containers



In 1985, three brothers in the Lim family – Hock Eng, Hock Chee and Hock Len - took over a small supermarket in Singapore where they had a stall selling surplus chilled pork from their family farm. This became Sheng Siong's Supermarket's first store and remains operational today. Their second store was set up three years later and by 1995 they had three stores. In the subsequent ten years, the expansion continued even more rapidly. Thus by 2005 they added a further 14 new stores to

their supermarket chain. Sheng Siong stores are well-liked for their ability to feature both “wet and dry” shopping options under one roof, including a wide assortment of live, fresh and chilled produce such as seafood, meat, fruit and vegetables.

After reaching a solid position in the market, the company started focusing on internal restructuring, consolidation as well as brand building. As part of its promotion and publicity efforts; even launched the “Sheng Siong Show”, a live entertainment programme on national television, MediaCorp. Since 2008, Sheng Siong has been the third largest retailer in Singapore and in 2011 the company moved into its newly-built customised corporate headquarters and distribution centre with an investment of 65 million Singapore dollars (£31 million). This is over four times the size of their previous HQ. In the same year, Sheng Siong Supermarket's parent company – Sheng Siong Group Ltd was listed on the Mainboard of the Singapore Exchange (with a current market capitalisation of more than 800 million Singapore dollars (£381 million). Building on these strong foundations, Sheng Siong continues to grow and by the end of 2012 had 33 locations all across Singapore.

At the beginning of last year, Sheng Siong began looking for a safe and reliable way to distribute temperature sensitive products to their stores. As well as temperature maintenance, the system had also to meet various stringent HACCP requirements. Their Quality Assurance team carried out extensive testing over several weeks and chose the Olivo Roll 650 portable insulated containers to meet their needs. They use the Olivo eutectic plate system for refrigeration.

Speaking recently, Mr Lim Hock Chee, CEO of the Sheng Siong Group and one of the original founders of the company, said: “The Olivo cold logistics system is good at keeping cold temperature throughout the entire distribution process. Another benefit is that when the products arrive at the stores and are waiting to be unloaded, the Rolls act as temporary cold storage and because the



products are still inside the closed containers they are protected from possible contamination by animals or pests (rats, cats, birds, etc) during this time". He continued: "We like the feature on the Rolls that allows us to use a lock or security seal so there is no risk of products getting lost or stolen. Overall, we are very satisfied and happy with the performance, logistics advantage and flexibility that the Olivo containers provide for our operations. We will be exploring other types of chilled or frozen products that can also benefit from using Olivo equipment".

The Sheng Siong Group announced in February 2014 that its core net profit grew by 18.6% year-on-year for the 12 months ended 31 December 2013 and the Group's balance sheet has remained strong with net cash of Singapore dollars 99.7 million (£47.5 million). Mr Lim Hock Chee told the financial media: "We have in place a strong foundation to weather any potential challenges in both the local and global economies".

Olivo have been developing and manufacturing portable insulated containers for over 50 years at their factory near St Etienne in France, with sales offices also in the UK and Singapore. The family-owned business has an annual capacity of 50,000 containers and the customer list includes such well-known names as Boots, Aldi, Tesco Lotus, Colruyt, Netto, Carrefour, Casino, Palmer and Harvey, Waitrose, Ocado, and many other leading operations in the distribution of temperature sensitive products – frozen, chilled or fresh food, bakery products, pharmaceutical products, frozen pet foods and so on.

May 2014