Together, we make a difference

GLP is the leading provider of modern logistics facilities in China, Japan, US and Brazil. Our property portfolio of 55.8 million square meters is strategically located across 118 cities, forming an efficient logistics network serving more than 4,000 customers.

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"Our relationship with GLP is driven by the need for modern logistics solutions in the right locations across China. As a leading global supply chain manager, we require an efficient and seamless logistics solutions network with the flexibility to expand when needed, that's close to our customer base and environmentally responsible. GLP meets all of these requirements, which is why we are expanding our cooperation."

Dominic Gates, Executive Director, Head of North Asia, LF Logistics,

Day After Day, We Try Our Better Than The Best

Our racking system design contributes to our customers to build smart warehouses with perfect balance of density and efficiency.

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Shanghai Jingxing Storage Equipment Engineering Co., Ltd.
No. 398, Maoting Road, Songjiang District, Shanghai, 201611 China

A STRONG SUPPLY CHAIN PARTNERSHIP

LF Logistics' Distribution Centre

Management services nearly 400 brands worldwide, and needed a new, purpose-built warehouse to meet growing demand.

With land in Singapore both scarce and expensive, and skilled labour difficult to find, LF Logistics decided to invest in a highbay, automated warehousing solution for its new ambient and temperature-controlled food and beverage facility in Jurong. The move to a 38 metre high SRM system would greatly reduce the footprint of the new facility, and the need for as many skilled operators.

LF Logistics turned to automation leaders, Dematic, who it knew could meet its requirements, especially with Dematic's fast and experienced local customer support team. These expert resources would be crucial to meet the extremely tight project schedule. And Dematic committed its very best people.

Dematic developed a solution that incorporated 11 SRMs, goods-to-person pick stations, 45,000 pallet positions, and conveyor with modular and configurable controls, all controlled by Dematic's iQ Warehouse Control System software.

Dematic and LF Logistics worked together as a team to bring the new facility to life. The result of this successful partnership was a fast, efficient and reliable distribution solution capable of an impressive throughput of 200 pallets per hour. And LF Logistics and Dematic are looking forward to more successful partnerships in the future.

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LOGISTICS AUTOMATION FOR ALL WAREHOUSE FUNCTIONS

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LOGISTICAL PROWESS

Written by Nell Walker  Produced by Charlotte Clarke
The LF Logistics Digital Dashboard that provides real-time information for operations in Singapore
China is the largest and fastest-growing online market in the world, and LF Logistics has pivoted to ride on this growth bandwagon through its e-logistics services.

From working with just one brand in 2010, LF Logistics now collaborates with over 40 world-renowned multinational brands. This year, the number of orders it will process during Singles’ Day (the equivalent of Black Friday and Cyber Monday) is expected to exceed 8,000,000. Just four years ago, the number was 300,000. At this rate of growth, LF Logistics is well on its way to dominate this all-important market segment.

Guided by its operations-centric philosophy, LF Logistics has built an unparalleled track record of executing an excellent omni-channel strategy for customers, a well-acknowledged point of differentiation against its rivals.

Joseph Phi, President of LF Logistics, describes the ways in which his business has achieved incredible success with hand-picked technologies and an enviable company culture.
Joseph Phi, President of LF Logistics
A STRONG SUPPLY CHAIN PARTNERSHIP

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The ASRS, an Automated Storage and Retrieval System as well as the automated conveyor in LFL Singapore World Gateway DC

The semi-automated conveyor in LFL Hong Kong Regional DC
“In today’s digital world, we must stay relevant by constantly adapting and pivoting, and selectively applying pertinent technology to improve efficiency and effectiveness. Having said this, it is essential that we don’t get carried away by technology.”

JOSEPH PHI  President of LF Logistics

Using augmented technology to improve efficiency in the dispatch process
Grand opening of World Gateway in Singapore

retailers, is run by Joseph Phi, President of LF Logistics. With an illustrious career spanning three decades, Phi has nurtured the organisation and guided its evolution every step of the way.

Phi describes his leadership style as embracing both the old and the new.

“In today’s digital world, we must stay relevant by constantly adapting and pivoting, and selectively applying pertinent technology to improve efficiency and effectiveness. Having said this, it is essential that we don’t get carried away by technology,” he says. “We need to take heed of what is driving logistics and what makes it tick in the first place. At the centre of what we do is our people. We must cultivate a sense of compassion, making sure our people feel engaged and stay involved, and that we help them realise their full potential. By juxtaposing people motivation with digital solution, we are able to curate a superb customer experience.”

On the technology front, LF Logistics keeps itself informed of emerging technologies that will make its processes simpler, easier, and quicker, and experiments with them in a practical way to assess the benefits they would
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offer to the business. Some of the experiments it has conducted include vision picking, operating drones for cycle counting, using smart watches to highlight process bottlenecks, among others. Having said this, Phi is adamant that his business uses technology to enrich the quality of work life of the staff, as well as to enhance service level to customers. It is never technology for technology’s sake.

One area LF Logistics does use heavily is data analytics. “By digitising our processes, we are able to leverage our huge database that allows us to constantly learn from hindsight information and make mid-course adjustments. We are also able to generate business insights to aid in decision making. More importantly, with data, we now can purposefully anticipate and prepare for future business needs with better foresight,” says Phi.

**INSPIRE Greatness**

LF Logistics’ culture is driven by its INSPIRE values (Innovation, Nimbleness, Simplicity, Productivity, Initiative, Reliability, Engagement), which aim to cherish employees and what they add to the business, while simultaneously encouraging them to work more effectively.

“I learned many years ago that culture is not something that’s a platitude you can hang on a wall,” says Phi. “It’s not what we say as management, it’s what people are saying about us when we’re not watching. From a management standpoint, we believe the best way to create a culture is for us to behave in a certain way for people to emulate.” This attitude of

**Supply Chain Analytics**

In this video, LF Logistics shows how it uses data to help its customers and optimise its resources, inventory, information, process flow and plan for the next steps.
inspiring the best behavior in others flows from the heart of the business.

TEAMWORK
LF Logistics follows an asset-light model. As such, it works closely with warehouse developers, truckers, labor agencies and other vendors when developing a solution for its customers. To forge long-term partnership with the vendor community, it follows the TEAMWORK principle. TEAMWORK stands for Trust, Engagement, Accountability, both sides driving positive Momentum, Win-win situations, Operation-centric, taking Risks, and KPIs. This is the framework used by LF Logistics in building its partnership ecosystem.

“First and foremost, you need to build trust, and for people to trust us, we need to have a sense of humanity. Our customers and partners can count on us during the good times and bad. When things are going well, how can we scale quickly to support their growth? When things are going less well, how do we streamline so we can provide
a cost cushion for our customers? “For the ecosystem to thrive, each member has to be better off by being part of it. This means we need to measure and gauge how well we’re doing as partners,” says Phi. “The challenges are a spectrum, but what’s important is that the partnership is sustainable.”

This all feeds into Phi’s vision of building the model partnership ecosystem that stands the test of time. This in turn helps position LF Logistics as the most admired logistics company in the industry.

Phi quotes a Confucian teaching to underscore the way he runs his business – “Talk to me, and I listen. Show me, and I understand. Involve me, and I’ll make it happen” – and with his leadership and a solid company culture that involves his people, customers and partners, LF Logistics’ sterling growth momentum shall continue way into the future.