

## **Holdal Go-Live: Another Successful Implementation by SNS**

*By Suply Network Solution*

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*Dubai, 06/03/2008- SNS, a leading supply chain services provider, announced today the successful implementation of the Infor WMS provided by SPAN Group at Holdal, a leading pharmaceutical and cosmetics distributors in the region.*

Holdal's products portfolio comprises several trusted pharmaceutical brands such as: Novalac, Phyto, Imedeen, Genzyme, Juva. Holdal has set up a new logistics platform and has chosen SNS' services in order to achieve better results, optimize their operations and provide proper stock rotation and tracking.

The project implementation included an integration solution with Great Plains ERP to minimize paper work and improve order fulfilment. Pharmaceutical and Cosmetics warehouses require special considerations due to the nature of the products (small size and high value). The cluster picking and cherry pick replenishment solutions offered by SNS along with order batch processing allowed Holdal to increase the control over their processes while gaining on order delivery times.

"In addition to its services covering all supply chain aspects and its capacity to meet the requirements relating to the pharmaceutical warehousing and industry, We have chosen SNS for its professional approach and its very clear working methodology," said Raji Khoury, IT Senior Manager at Holdal. "We are confident that SNS will assist us in reaching the extra mile in Logistics and Distribution."

"We are proud to having implemented our warehousing solution at Holdal," said Mario Ghosn, General Manager of SNS. "It is always a pleasure for SNS to partner with leading distributors in the region."

### About Holdal

Holdal is a leading pharmaceutical and cosmetics distributor in Lebanon with trusted brands such as: Novalac, Phyto, Imedeen, Genzyme, Juva, Lacoste, Ralph Lauren, Seiko...

### About SPAN

SPAN Group is a leading provider of supply network, warehouse and office solutions to companies operating in the Middle East region.

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### About SNS

SNS (Supply Network Solutions) is a leading provider of superior supply chain services including distribution center design, system integration and implementation, training, support, solution development and supply chain consulting. SNS provides its services to companies operating in various industries such as third party logistics, distribution, wholesale, retail and freight forwarding. SNS' cutting-edge services are delivered by a professional team of supply chain specialists with a highly customer-oriented culture.

SNS is a privately-held company with offices in the Middle-East area and with operations spanning globally through a strong partnership network in Europe, Asia and North America. For additional information, visit the SNS website at [www.sns-emea.com](http://www.sns-emea.com).

For inquiries, email:  
Inquiry@sns-emea.com

Or Contact:

SNS – Beirut Office  
+961 70 112441

SNS – Dubai Office  
+971 4 2895011

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Tags	supply chain, supply network solutions, holdal
Email	<a href="#">Click to email author</a>
Phone	01-884700
Fax	01-873600
Address	Electricity Street, Hachem Building
State/Province	<a href="#">Sed El Bauchrieh</a>
Country	<a href="#">Lebanon</a>