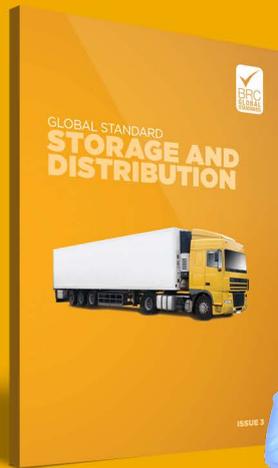


# CASE STUDY



**“Certification to the BRC Global Standard has added another star to our quality management system.”**

Sendil Kumar, Senior Manager, QA, Snowman Logistics Limited



## SNOWMAN LOGISTICS LIMITED

### THE LARGEST PAN-INDIAN TEMPERATURE-CONTROLLED LOGISTICS SERVICES PROVIDER

Originally introduced in 2006, the BRC Global Standard for Storage and Distribution provides the essential certification link between the range of BRC Global Standards manufacturing Standards and the end user.

Sendil Kumar, Senior Manager of QA at Snowman Logistics Ltd. told us about why his company decided to pursue BRC Global Standards certification.

#### Can you tell us a bit about your company?

Founded in 1993 - Snowman is India's leading integrated temperature-controlled logistics service provider operating on pan-India basis. Our temperature controlled warehouses are set up adjacent to cities with a large potential for sourcing and/or consumption of temperature sensitive products.

Our warehouse infrastructure comprises advanced equipment handling and racking systems, along with WMS and ERP systems, with a keen focus on client servicing. SNOWPRESERVE offers warehousing solutions and services across a spectrum of temperatures - from ambient to chilled to frozen(+25°C to -25°C), along with a number of blast freezing facilities in key locations in India. A majority of the company's warehouses are certified for ISO 14001 & ISO22000 and six warehouses with BRC - Storage & Distribution.

We provide comprehensive transportation solutions through a robust fleet of specialized temperature-controlled vehicles. Our primary transportation (SNOWLINE) facilitates inter-city transport of products. Our services include door-to-door service, customized milk run, and part cargo consolidation. To further ensure that all our clients' needs are met, we also provide secondary transportation (SNOWREACH) i.e. last mile distribution supplying to, amongst others, QSRs, retail outlets, restaurants and hotels. Our vehicles are equipped with both GPS and data logging. This means that not only can customers get real-time updates about the cargo while its in transit, but they can further be assured that the prescribed temperature of the products was not compromised.

**25 years of excellence, 1 lakh +** pallet capacity, **33** No. of Warehouses, **15** No. of Cities, **293** No. of Vehicles (Reefer) and Workforce **1400 +**.

#### Why did you decide to become certificated, and why did you choose BRC Global Standards?

Before pursuing certification to the BRC Global Standard, we were compliant to ISO 22000, which helped us establish a framework for our quality management system. However, there were two main drawbacks to ISO 22000. Firstly, it's a generic standard applicable to all food business operators; secondly,



CERTIFICATED SINCE 2017



EST. 1993



1400 EMPLOYEES



103,600 PALLET CAPACITY



33 WAREHOUSES

it's not GFSI benchmarked. The BRC Global Standard for Storage and Distribution addresses both these deficiencies as it is recognised by the GFSI and has a specific standard for Storage

### **How did you implement the Standard?**

As a continual improvement process, the management was always in a look for better certification standard. Once decided we also discussed our plan of implementing the standard with few of our long term customers and they encouraged our decision. Finding a certification body was a little challenge as there were very few options. We also took couple of pre assessment audit for better understanding and it helped a lot for final preparation.

### **What benefits has your company experienced in being compliant and gaining certification?**

Our company was already certificated to ISO 22000 and ISO 14001, so certification to the BRC Global Standard has added another star to our quality management system.

### **Do you have any tips for sites who are thinking about implementing the Standard?**

Since the entire Standard and each clause is followed as an audit checklist, my sincere advice is to strictly follow the Standard clause by clause, and not to leave out any section or sub-clause (whichever is applicable).



### **What were the most significant changes and challenges you faced to meet the requirements?**

We were used to facing customer audits from customers and this helped a lot in shaping a good quality management system for us in the long run and ensuring the major preparations for the BRC Global Standards audit were in place. Since our scope does not include the purchasing module and contracted services, it was also easier to fulfill the requirements of the Standard.

### **If previously certificated against another Standard, what improvements have BRC Global Standards brought in comparison?**

Areas like product security and vehicle operating standards are not covered in ISO 22000, so we were able to improve upon these.

### **What problems or issues has the BRC Global Standards certification helped you address?**

We were able to improve on documentation, especially management review meetings and objectives, and other improvements related to site upkeep.

### **How does your company communicate the benefits of certification to the company, its customers and any other stakeholders?**

We include the details of our BRC Global Standards certification in our corporate presentation, which is sent to all new clients by our sales department. For existing customers with local and regional presence, we have communicated it through the mail, along with a copy of our certificate for the relevant warehouse. For pan-Indian customers, every location's certification details are communicated.

### **How have you used and benefitted from the BRC Directory and/or BRC Participate?**

It helps get mail updates regarding recent changes. It helps to find out which all companies are certified under different BRC Standards.

See how BRC Global Standards can help your business reach its full potential  
[www.brcglobalstandards.com](http://www.brcglobalstandards.com)