



Put logic in
your logistics

CASE
Verstraete IML





Bart Van Lancker, shipping & warehouse manager at Verstraete IML:

“Thanks to Intris our Customs declarations are child’s play”

Verstraete IML produces “in mould labels” used by injection moulding companies to fuse the label into the packaging. There’s a good chance that you actually come across some of these products yourself, as this company’s innovative technique is widely used by manufacturers of dairy and ice cream products, do-it-yourself packagers and many more besides. Based in Maldegem, Belgium, Verstraete IML is already the world market leader and in the next few years it plans to conquer the non-European market. Since the company recently set up its own in-house Customs department, it was looking for a user-friendly customs application for drawing up documentation quickly and easily.

“We have more than 25 years of experience with offset printing of labels on polypropylene for injection moulding, blow-moulding and thermoforming. This means that the label is melted onto the plastic packaging. For the foodstuffs industry in particular this is very attractive as it is water- and deepfreeze-resistant, but we also sell to many other industries: paint products, garden products, cosmetics, animal feedstuff, domestic products and so on. We produce some 45 million IML labels annually, exported to 60 or 65 countries.”

This family firm from East Flanders made its spectacular innovation 25 years ago with a label that was no longer stuck onto the packaging but instead fused with it. It now has 16 specialist printing presses to keep up with the demand from customers. Verstraete IML is a member of the Austrian group Constantia Flexibles, one of the largest flexible packaging groups in the world with over 8,000 employees in more than 50 companies in 20 countries.

“Our investment in TRIS© Customs paid for itself within a year”

Technical Challenge

"We only make the labels and supply them to the companies that make the containers. Our pre-printed polypropylene (PP) label is placed in a mould with the same shape as the end product, for example a butter tub. The molten PP is then added to the mould where it fuses with the label and then when it hardens takes the shape of the mould. Result: label and packaging form a single unit. In addition to the technical challenges posed by this process we must constantly comply with food industry standards, as the labels that we supply to the foodstuffs industry come in direct contact with the food. We therefore have to use inks and materials that are fully approved by the foodstuffs inspectorate."

Fast Delivery Is Crucial

The labels are delivered just-in-time without any being held in stock, so speed of delivery is vital. Once the labels have been produced Verstraete guarantees final delivery in Europe within 2 to 3 days. Transit times are enormously important.

"A few years ago we decided to obtain AEO certification in order to ensure smoother handling of our Customs procedures. During the certification process we discovered that having the Customs documents drawn up by our various suppliers was not really a good idea. To get better control over this process we centralised the declarations with a logistics service provider. While this did give us more control, it didn't provide the flexibility that we wanted. And so we decided to do everything ourselves."

Fast and user-friendly with Intris

Verstraete IML ships around 40,000 pallets annually, 70% of them to Europe and 30% overseas, most of them sent by airfreight.

In the next few years it aims to obtain a greater share of the overseas market, which means a larger number of Customs declarations.

"With us it's fairly simple: all for export, and so only one product code. So nowadays we can e.g. package the labels at 10 a.m. and send them off in a truck two hours later with all the Customs documents fully made up."

Once the company had decided to do the Customs documentation in-house and given its people the necessary training, it went in search of a software package to support the process.

"We wanted a suitable package that enabled us to work efficiently, and the advantage of Intris is that we can use a standard package. The deciding factors in favour of TRIS Customs were the ease of use and the speed with which we could draw up the Customs declarations."

Given the relative simplicity of the declarations, implementation of the package went fairly quickly and the result was fully up to expectations.

"What also attracted us to Intris was that they have their own in-house Customs consultant. Since we were Customs beginners it gave us greater confidence to know that there was someone on hand to help us with theory and practice.

But the icing on the cake was that the cost per document was only a fraction of what we used to pay. In fact our investment in this TRIS solution paid for itself within the year."

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Put logic in your logistics

A logistics chain is only as strong as its weakest link, and so it is essential for the underlying software to also be 100% reliable. Intris gives you that guarantee: we are the only software supplier to have AEO certification for direct electronic data exchange with the European Customs authorities.



AEO Certification

We are the only software supplier to have AEO certification for direct electronic data exchange with the European Customs authorities.



TRIS Customs

With TRIS Customs Management Solution you can manage all your import, export and transit declarations, certificates and PLDA/AGS declarations. Includes fully automatic invoicing of Customs information.



TRIS Forwarding

TRIS Forwarding Management Solution (FMS) is a total solution developed in collaboration with the main actors in the logistics supply chain. It supports the full operational and financial file management, from offer to invoicing, including document management.



TRIS Warehouse

With TRIS Warehouse Management Solution you can manage all your operational steps from A to Z: planning, goods in, transfers, goods out etc. All combined with powerful file management: from offer to invoicing, including document management for the warehousing and transport activities.