

Experts in the development of sustainable supply chain strategies



Internationally recognised, we are experts in the development of sustainable supply chain strategies, integrated operational solutions, and building lasting client relationships. We reimagine the possibilities of the physical supply chain operations by asking the right questions and tackling challenges from every angle to spiral toward innovative solutions. Our data-driven approach ensures a balance between variables and real-life constraints, converging on efficient, sustainable options in collaboration with our clients.

S&R: What sets your company apart from competitors in your industry?

We stand out through a unique combination of deep industry expertise, innovative thinking, and focus on solving complex challenges. We embrace cutting edge technology to drive efficiency and innovation. No longer just a consulting house, Relog can offer financial support to help our customers build the logistics operation it needs to drive their business forward.

S&R: How has your company evolved to maintain leadership?

Maintaining industry leadership requires continually pushing boundaries. We've evolved through strategic decisions and investments that keep us ahead of the curve by addressing market gaps. Investing in specialised talent which equips us to



innovate faster than our competitors. By embracing cutting-edge technologies like AI, advanced simulation and digital twin models for validation.

S&R: What are the key challenges currently facing your industry?

Our industry is currently grappling with significant challenges, including economic stagnation and a rise in both public and private sector corruption. Companies are understandably reluctant to make significant capital investments.

So, we launched Goler, which engages with companies to understand their long-term objectives and operational challenges, from warehouse racking and fire safety sprinklers to advanced scanning systems, lift trucks, and software solutions. We also offer flexible rent or rent-to-own models.

Supermarket & Retailer talks to Floris Visser, CEO of Relog

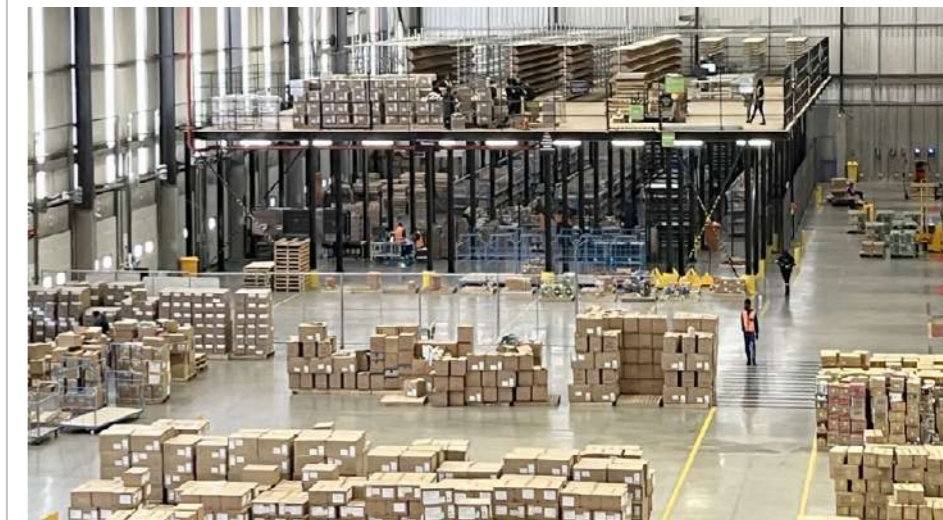


S&R: How does innovation play a role in your company's success?

The heart of our company's success, our innovation strategy involves continuously integrating the latest advancements in hardware, software, and design, while also optimising operational processes to ensure the best possible outcomes. We closely monitor industry trends and apply this knowledge to deliver solutions that are practical and sustainable. With a focus on minimising risk and maximising returns, we ensure that each project delivers a strong return on investment.

S&R: What investments is your company making to secure future growth?

We are making strategic investments that position us for success in a rapidly evolving market. We recently expanded our company by integrating three sister companies – Reotek, Relnfer, and Goler.



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This strategic move addresses critical industry gaps. By providing innovative financial solutions, we empower our customers to tackle their projects with greater flexibility and confidence.

S&R: How do you foster a culture of leadership and innovation

By empowering every team member to have a voice in our processes. Our mentorship program pairs Project Owners with team members to facilitate knowledge sharing and professional development. We also utilise focused workstreams and a skill rotation.

We create an environment where creativity thrives, enabling us to adapt to market changes and deliver exceptional solutions.

In what ways does your company engage with customers to ensure you stay aligned with their evolving needs?

Our strategy is rooted in a partnership approach. By understanding their challenges and goals, we ensure that our solutions align with their evolving needs.

Rather than simply providing products, we focus on building long-term, mutually beneficial relationships. This collaborative mindset enables us to adapt our offerings and provide tailored solutions.

S&R: What role does sustainability and social responsibility play in your company's overall strategy?

From our first day operating as Reelog, we have been actively involved with a FoodForward SA (FFSA) and have developed several new facilities for them at no cost to them and encouraging our vendors to also provide free of charge or special rates for desperately needed equipment.

FFSA plays a crucial role in addressing food insecurity and reducing hunger in South Africa. As an NGO, rescues surplus food from retailers, manufacturers, and farmers that would otherwise go to waste.

Reelog has done several papers on addressing the need to create a circular supply chain to remove waste from every link in the supply chain.

S&R: How do you leverage technology to maintain a competitive edge?

We leverage advanced technologies such as artificial intelligence, machine learning, neural network design, and cloud computing to maintain a competitive edge in our industry. These technologies are integral to our approach to infrastructure and process design, complemented by the latest drafting and modelling software.

S&R: What is your vision for the company's future in the next 5-10 years?

To solidify our position in South Africa and Africa and to then establish a strong operational presence in Europe, positioning ourselves as a premier end-to-end supply chain and logistics consultancy on a global scale. This expansion will enable us to tap into new market opportunities and broaden our service offerings while simultaneously supporting our current customer operations in both Africa and Europe.

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SYNERGISTIC ECOSYSTEM



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Supply Chain Networks | Logistics | Distribution | Operations Optimisation | Project Management



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Intralogistics Solutions and Automation
Warehouse Control Systems
Warehouse Management Systems



GOLER
WAREHOUSE SOLUTIONS | DESIGNED & FINANCED

Financed solutions, rental and rent-to-own
Operational Solution Design
Equipment Procurement & Implementation



REINFER
EVOLVING PERFORMANCE

Data visualization
Predictive analytics
Real-time data insights