


Scaling Smarter: How TTI Transformed **Logistics, Packaging, and Sustainability** with ERA Group



A CEO's guide to balancing efficiency,
scale, and sustainability

A person's hands are shown interacting with a large, white industrial touchscreen monitor mounted on a machine. The person is pointing at the screen with their right hand and has their left hand on a control panel below the screen. The background is a blurred industrial factory environment with overhead lights.

Results at a glance

8% savings in logistics

18% savings in packaging

28% savings in telecommunications

> €1M saved annually



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A Global Distributor Under Pressure to Scale

Every day, more than 3,900 parcels and 100 pallets leave TTI's European distribution centre in Maisach-Gernlinden, Germany, near Munich. With over 850,000 product lines in stock and 5,400 employees across Europe, North America, and Asia, TTI has become a global leader in distributing electronic components to industry and end customers.



But rapid growth came at a cost. Logistics and packaging expenses for the Bavarian hub had already reached €8 million annually for logistics and €2 million for packaging. Existing processes left too much empty space in packaging, underutilised trucks, and left unnecessary emissions - all while customer expectations for service quality and sustainability were rising.

As Thomas Rolle, Corporate Senior Vice President Global Operations and Supply Chain Programs at TTI, explains:

“The reason for working with ERA was to ensure that the quality level would at least be maintained - if not improved. This has been confirmed throughout the collaboration.”

The Challenge: Growth Meets Complexity

TTI faced a threefold challenge:

1. Rapidly increasing volumes: daily shipments doubled in just a few years.
2. Inefficient processes: oversized packaging, fragmented logistics, and suboptimal freight utilisation.
3. Sustainability pressures: too much packaging waste, high CO² emissions, and growing regulatory scrutiny.

Internally, teams recognised the issues but lacked the capacity and specialist expertise to redesign systems at this scale. The solution required not just cost savings but process transformation, automation, and sustainability integration.



Turning Insight into Action

ERA Group brought deep category expertise, benchmarking insights, and hands-on project delivery. Together with TTI's teams, ERA launched a review of logistics, packaging, and telecommunications.

- **Data & Benchmarking:** An audit of parcel sizes, transport routes, and supplier contracts revealed inefficiencies in both cost and environmental performance.
- **Automation in Packaging:** ERA recommended and supported the introduction of two automated packaging lines, dynamically adjusting parcel sizes to product dimensions. This reduced empty space, cut material waste, and improved vehicle utilisation.
- **Supplier Strategy:** ERA consolidated suppliers and renegotiated contracts, embedding both cost competitiveness and sustainability requirements.
- **Logistics Optimisation:** Route planning and truck utilisation were redesigned, reducing partial loads and unnecessary emissions.
- **Telecommunications:** Parallel to logistics projects, ERA also streamlined mobile contracts, identifying savings of 28% on an €80,000 annual spend.

Change management was a critical success factor. Packaging automation was phased in through pilot zones, employees were trained, and logistics partners were engaged early to adapt to new packaging sizes.

As Rolle emphasises: "We benefited enormously from ERA's market knowledge. In addition, we received intensive support throughout the entire process."

Results: Cost Savings, Efficiency Gains, and Sustainability

The collaboration delivered multi-dimensional results:

- 8% savings in logistics costs
- 18% savings in packaging costs
- 28% savings in telecommunications
- Improved vehicle utilisation and reduced CO₂ emissions through dynamic packaging and route optimisation.
- More efficient warehouse processes, maintaining delivery reliability despite volumes doubling.
- Positive customer impact: fewer damaged goods, faster, more reliable deliveries, and eco-friendlier packaging.

During implementation, transaction volumes increased by 20% and inventory by 30% - yet the system went live ahead of schedule and under budget.



Long-Term Partnership and Strategic Value

Today, ERA's partnership with TTI continues. Packaging and logistics are not treated as one-off projects but as part of a continuous optimisation journey. Together, TTI and ERA are already exploring:

- Further reductions in packaging waste and emissions.
- New sustainable materials.
- Optimisation strategies for a new distribution centre under planning.

ERA has helped TTI not only save money, but also future-proof its operations against regulatory risks, market volatility, and sustainability demands.

Scan the code to watch TTI's full testimonial:



Growth Without Compromise

For TTI, growth once meant rising complexity, costs, and emissions. With ERA Group, it became an opportunity to modernise logistics and packaging, introduce automation, and embed sustainability into daily operations - while still delivering substantial savings.

“Here we could see that ERA had a very sophisticated process, which really helped in implementing the projects.”

- Thomas Rolle, Corporate Senior Vice President Global Operations and Supply Chain Programs.

8% savings in logistics. 18% in packaging. 28% in telecoms. €1 million+ freed annually.

The message for business leaders is clear: cost control, efficiency, and sustainability are not competing priorities. With the right partner, they can move forward together.

ERA finds savings where you least expect them - turning complexity into capital for growth.





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