



GENERATION *next*

Relax. Henningsen Cold Storage has you covered. Investments in people, facilities and technologies have this fourth-generation logistics company ready for the future.

What do consumers want? From 3D movies to 4G mobile phones, it's clear they crave added dimension and a richer customer experience. They want faster speeds, greater capabilities and more options. *What do food, CPG and pharmaceutical companies want?* They want the same benefits from third-party logistics partners.

Meet Henningsen Cold Storage. This family-owned warehousing and transportation services company is adding more dimensions, options and capabilities to its national and international shipping platforms.

And did you know Henningsen, Hillsboro, Ore., already is a 4G company? It traces its history and reputation four generations back to Waldemar F. Henningsen Sr., who founded the Northwestern Ice and Cold Storage Company in 1923.

Of course that news may not be considered sophisticated or even sexy. Yet it does point to stability. And if refrigerated shippers truly



want to appreciate added dimensions within third-party logistics — this is important.

“We’re your long-term logistics partner — today and tomorrow,” says Chairman and President Mike Henningsen. “We make business decisions that way and plan to be around for many future generations. We know that short-term, quarterly math manipulations don’t translate into true solutions for high-quality customers. Our customers are looking for long-term, sustainable operations.”

“We are a high-touch company and believe we truly are an extension of our customer’s business,” adds Tony Lucarelli, executive vice president of sales and marketing and a 25-year-plus company veteran. “Yes, we focus on the appropriate internal metrics and measurements. However, we don’t emphasize that to the detriment of customer service. We want our customers to delight in the service they get with Henningsen, so they will refer other colleagues to join us.”

“Customers want to know their product will be cared for in our facilities and delivered to their customers without any worries,” he continues. “They want to experience what we claim: *“You’re with Henningsen ... Relax. It’s handled.”*”

One customer expressing just that sentiment is Mark Hayden. Hayden is senior vice president of supply chain for ConAgra Foods Lamb Weston, a leading global processor of frozen French fries, potato specialties and appetizers.



New WMS system eliminates manual processes, increases inventory accuracy, improves productivity and enhances customer service.

ply chain and allow us to operate as if they are an internal part of the company.

“There’s a high degree of transparency at all levels of both organizations. This allows us to have very candid interactions on how — together — we must meet the highly competitive demands of the market and our customers. We’ve never questioned their desire to execute flawlessly every day on our customer’s behalf. This allows us to focus on other parts of the supply chain.”

Industry integrity, leadership

Who are you when no one’s looking? Henningsen actually invites customers to examine every aspect of its award-winning culture —

from the individual warehouse (see “Top 10” chart) to corporate offices in Hillsboro, Ore.

“Our mission is to provide superior service to our



“We have been pleased to work with Henningsen for more than 20 years. Our mutual experiences have made them a seamless part of our supply chain and allow us to operate as if they are an internal part of the company.”

– Mark Hayden, ConAgra Foods Lamb Weston

“We have been pleased to work with Henningsen for more than 20 years,” he says. “Our mutual experiences have made them a seamless part of our sup-

customers, their customers and our transportation partners. Yet we realize that our associates and their families are the ultimate reason for our success,” says Mike Henningsen.

How does Henningsen demonstrate its interest in employees? One example involves a strengthened commitment to workplace safety.

“We’ve partnered with OSHA’s Safety and Health Achievement Recognition Program (SHARP) to become certified at most of our logistics centers,” he

the broader logistics and food industries. Henningsen managers have held industry leadership positions (chairman, board director) at the International Association of Refrigerated Warehouses, World Food Logistics Organization (WFLO) and the International Refrigerated Transportation Association. Chairman and President Mike Henningsen has taught at the WFLO Institute (training school for young industry professionals) since 1997.

Henningsen also is an active member-supporter



Names to know: Executive team members (L-R) include Chris Henningsen, vice president, warehouse operations; Mike Henningsen, chairman and president; Tony Lucarelli, executive vice president, sales and marketing; Paul Henningsen, vice president, corporate development and engineering; Todd Larson, regional manager; and Eric Mauss, chief financial officer.

continues. “These programs are rigorous but we find that our commitment to safety and education clearly demonstrates to our associates how seriously we take workplace safety and culture. We also continue to reinvest capital into our associates through ongoing training and college tuition reimbursement programs. We even extended that commitment to our associates’ children by purchasing school supplies prior to the new school year.”

Not surprisingly, Henningsen has often been recognized among Oregon’s “100 Best Companies to Work For.” Likewise, company executives — each with more than 20 years’ experience — are active in

of the Global Cold Chain Alliance, American Frozen Food Institute, National Frozen & Refrigerated Foods Association, Food Shippers of America, Council of Supply Chain Management Professionals and Warehousing Education and Research Council.

New directions, dimensions

There are more changes underway at Henningsen. Already known for its dedicated, manufacturer-support warehouses, the company has branched into the broader distribution market.

TOP 10

Selecting a cold storage partner?
Consider these 10 questions.

- 1** How long has the company been in business?
- 2** Who owns the company?
- 3** Can you talk to staff where your product is stored?
- 4** Does local staff have decision-making authority?
- 5** What are their trace / recall procedures? What is their response time experience?
- 6** Are you introduced to office staff where your product is stored?
- 7** Are storage and service rates too good to be true? Are they sustainable?
- 8** Do your truck drivers have to load their own trucks?
- 9** How does the warehouse treat drivers?
- 10** Can you call the company president?

GREEN means go

Did you know Henningsen ranks among cold storage industry's most energy efficient operators? Your "green" supply chain partner, Henningsen has invested millions in ...

... **smarter refrigeration controls.** Henningsen sites use smart software to automatically control refrigeration equipment. This technology saves power and reduces or shuts down refrigeration equipment when it's not required to maintain temperatures.

... **facility energy studies.** Henningsen hires third-party auditors to create in-depth energy profiles of each location. This data helps identify immediate savings opportunities, establish benchmarks and track ongoing performance.

... **energy-efficient lighting.** Henningsen already replaced inefficient, older metal halide lights with T-5 fixtures. Now it is installing next-generation LED lighting.

... **solar energy.** Henningsen installed solar panel systems on two of three Portland-area warehouses. Solar panels reduce and stabilize energy costs and help reduce CO2 emissions.

That's meant steady, increasing investments in personnel, capabilities, technologies and facilities. Henningsen has 42 million cubic feet of storage at nine facilities including distribution locations in Seattle (2005), Portland (built in 2008) and Scranton, Pa., (acquired in 2001). These sites handle everything from ice cream to fruit and vegetables to meat, poultry, seafood and pharmaceuticals.

One exciting new development involves a 10th company site, a rail-served Northeast distribution center in Easton, Pa. This new Northeast

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location — north of Philadelphia — will help serve the nation's largest per capita consumption market.

Phase One of the project will include multi-temp rooms and more than 15,000 fully racked pallet positions. The complex will reach nearly 500,000 square feet at its projected build-out size.

"There is more competition in distribution markets but we will keep our standards high and not sacrifice our reputation with poor service," says Lucarelli. "We are a reliable, preferred services provider that our customers can count on."

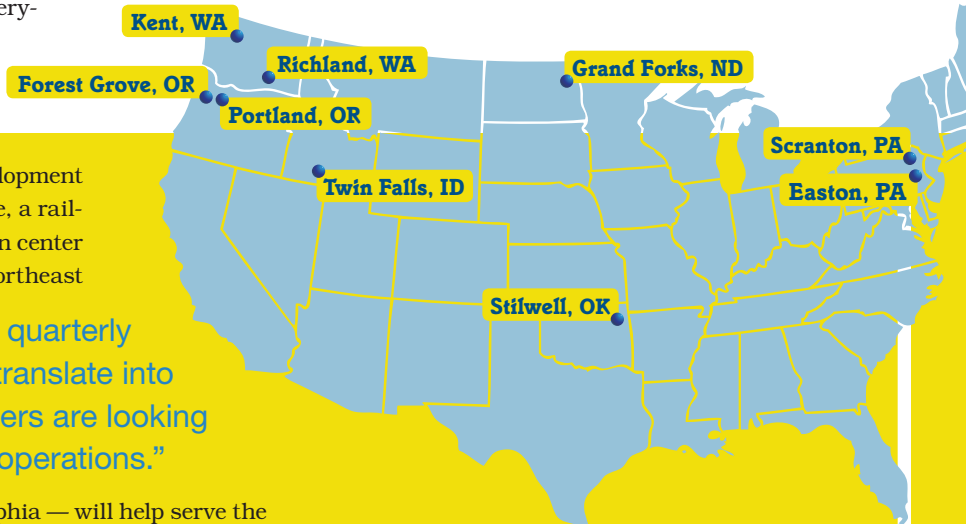
Henningsen has been equally busy behind the scenes. One new, value-added service offering is a stand-alone transportation management company. No less important, the company has made significant investments to upgrade its information technology capabilities, primarily focused around the Red Prairie® warehouse management system (WMS).

"Many large customers are converting to SAP and other enterprise management systems, which have many complicated business requirements for a WMS," notes Chris Henningsen, the company's vice president of operations. "Our new system eliminates several manual processes, increases inventory accuracy, improves productivity and enhances customer service. It also provides greater system functionality as required by our customers' SAP conversions."

He notes that Henningsen's I.T. personnel have prior warehouse experience.

"This is important because system conversions and upgrades can have big impacts on our customers — and their customers — if not handled properly. So far,

OUR locations



we haven't missed a beat with service during upgrades at any of our locations," says Chris Henningsen. ●

Henningsen Cold Storage Co. can provide superior service to you and your customers. Have questions?

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