

● 物流技术与实务丛书

物流专业英语

Logistics English

许笑平 主编



人民交通出版社
China Communications Press

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内 容 提 要

本书分为三部分:物流理论知识、商务英语信函写作和物流单证应用。每一部分包含七八个小单元。物流理论知识包括:物流概论、运输、配送、仓储、库存、包装、信息系统和供应链管理。商务英语信函写作包括:商务信函的构成和不同类型商务英语信函的写作方法。物流单证应用包括:主要单证的内容、填制和应用。每一单元包括课文、单词、术语、注释和练习。练习紧扣课文内容以促进学生对所学知识的掌握。本教材将理论与实践紧密结合。

本教材可作为普通高等学校、高职高专院校物流管理专业教材,也可作为物流业界人士查询的参考书,还可供其他对物流英语有兴趣者自学进修之用。

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著 者:许笑平

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序

21 世纪,发展中国家伴随着全球的经济增长,物流产业将会得到极大发展。中国物流业也随着我国经济的发展进步和经济体制的根本变革,从一个古老衰微的行业成为市场经济中一个激烈竞争的行业,特别是流通产业的国际化与现代化已成为流通产业发展的两大趋势。国民经济的高速发展是物流发展的重要基础,物流已贯穿于我国生产、分配、流通、消费的各个领域,社会对物流需求的数量和质量也在不断提高,这些都为我国物流与国际物流接轨并融入全球物流一体化提供了条件。然而,物流国际化与现代化不仅离不开客观经济环境,物流技术的开发与应用研究也是物流发展的内在原因。信息化、自动化、网络化、智能化、柔性化、标准化等现代物流技术与手段的应用将促进世界物流以最合理的成本向系统化方向发展。但我国物流业还存在着运输速度慢,装卸搬运自动化程度低,仓库硬件、软件设施条件差,高层立体化自动化技术远远没有得到普及应用,专用存储设施缺乏;物流作业组织和管理技术落后,满足不了物流服务社会化的要求;包装标准化、大型化、集装化技术还有待进一步推广;物流专业人才严重缺乏等问题。特别是加入 WTO 以后,我国物流也将从概念研究进入综合运用现代物流观念和现代物流技术进行实际运作的时代。

这套由深圳职业技术学院俞仲文、秦同瞬和陈代芬等主持编写的《物流技术与实务》丛书,就是以物流系统化原理为基本指导思想,将物流综合运输,物流配送,物流信息,物流机械,物流商品养护,国际物流报关等技术和理论进行整体设计,系统地研究了现代成熟科学技术在物流领域的应用,技术应用性强;丛书还结合国内外物流行业运作特点与先进模式,通过对典型案例与操作规程的研究,将现代管理思想与方法,现代组织技术与物流实践紧密结合,以推动物流实践的发展为目标,充分体现了丛书的实务性。《物流技术与实务》丛书全面而系统地综述了各分支的理论知识、技术要点和运作规程,既吸收了国内外先进物流技术,又结合国内物流的发展现状,全书组织严密,论述科学,结构合理,适合作为培养各类物流技术应用型人才系列教材。

《物流技术与实务》丛书的出版不仅将在推动物流技术的应用中起到积极作用,而且将对我国物流业的发展,特别是迅速缩短我国物流实践与发达国家的差距,实现我国物流的国际化与现代化,产生重要影响。同时预示着我国物流技术系统化研究将进入一个更加务实的新时期,也充分体现了我国物流工作者,特别是年轻一代物流工作者致力于物流研究的求真、务实、开拓、进取的献身精神,使我国物流事业继往开来,在现代化进程中不断走向新的巅峰。

中国物资流通学会物流技术经济委员会秘书长
中国社会科学院技术经济研究所研究员

吴闽涛

前

言

QIANYAN

随着我国物流业的迅速发展,该行业对专业人才的需求越来越迫切。物流专业人才不仅需要丰富的专业知识,而且还需要具有一定的英语水平,因此专业英语成为物流人才必修的专业课。本教材可作为普通高等学校、高职高专院校物流管理专业学生的专业课教材,也可作为物流从业人员的参考书,还可供其他对物流英语有兴趣者自学进修之用。

本书分为三部分,包括物流理论知识、商务英语信函写作和物流单证应用。每一部分又包含七八个小单元。物流理论知识包括:物流概论、运输、配送、仓储、库存、包装、信息系统和供应链管理。商务英语信函写作包括:商务信函的构成和不同类型商务英语信函的写作方法。物流单证应用包括:主要单证的内容、填制和应用。

每一单元包括课文、单词、术语、注释和练习。练习紧扣课文内容以促进学生对所学知识的掌握。本教材将理论与实践紧密结合。本教材的特点表现为:实用性,以物流实际应用需求为目的编写,避免冗长的理论阐述。学完后,学生即可在相关物流企业中得以应用;综合性,既包括理论知识,又包括实践操作。使学生在掌握理论知识的基础上,具备实践操作能力;时新性,所选用的课文、信函、单证等皆为近年来国内外物流界通用函电、单证,英语标准规范、内容浅显易懂;职业性,结合物流行业对专业人才的要求,汲取了有关物流资格证书的内容,以满足考证的需求。

由于时间仓促、编者水平有限,书中难免存在错误和不足之处,恳请广大读者批评指正。

编者

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Part I The Theory of Logistics

Unit One

Logistics System

MAIN POINTS

1. The definitions of logistics
2. Activities included in logistics management

The Definition of Logistics

The Council of Logistics Management (1992) defined the logistics as the process of planning, implementing and controlling the efficient, cost-effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to the customer needs.

In practice, the terms “logistics” and “supply chain management” are now used interchangeably, so the Institute of Logistics (1998) can give the following definitions:

Logistics is the time related positioning of resource or the strategic management of the total supply-chain. The supply-chain is a sequence of events intended to satisfy a customer. It can include procurement, manufacture, distribution, and waste disposal, together with associated transport, storage and information technology.

Included within the definition of logistics are customer service, traffic and transportation, warehousing and storage, plant and warehouse site selection, inventory control, order processing, distribution communications, procurement, material handling, parts and service support, salvage and scrap disposal, packaging, return goods handling, and demand forecasting.

Some of the many activities encompassed under the logistics umbrella are given in Figure 1.1, which illustrates that logistics is dependent upon natural, human, financial, and information resources for inputs. Suppliers provide raw materials which logistics manages in the form of raw materials, in-process inventory, and finished goods. Management actions provide the framework for logistics activities through the process of planning, implementation, and control. The outputs of the logistics

system are competitive advantage, time and place utility, efficient movement to the customer, and providing a logistics service mix such that logistics becomes a proprietary asset of the organization. These outputs are made possible by the effective and efficient performance of the logistics activities shown at the bottom of Figure 1. 1.

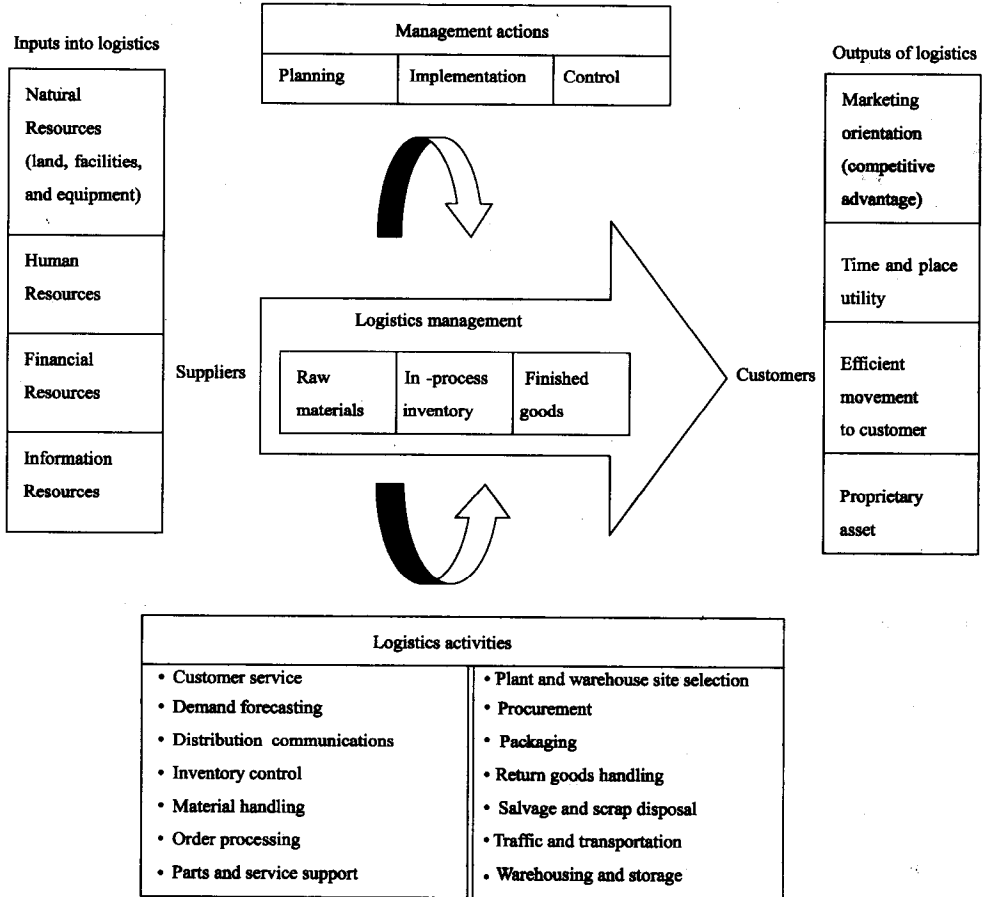


Figure 1. 1 Components of logistics management

Efficient management of the flow of goods from point-of-origin to point-of-consumption at the macro society or micro firm levels requires successfully planning, implementing, and controlling a multitude of logistics activities. The activities may involve raw materials (subassemblies, manufactured parts, packing material, basic commodities), in-process inventory (product partially completed and not yet ready for sale), and finished goods (completed products ready for sale to intermediate or final customers). Effective logistics management enhances the marketing effort of the firm (which can create differential advantage in the marketplace), the efficient movement of products to customers, and time and place utility of products. It can be treated, in accounting terms, as a proprietary asset of the company.

Activities Included in Logistics Management

1. Customer service. Customer service is the output of a logistics system. It involves getting the right product to the right customer at the right place, in the right condition and at the right time, at the lowest total cost possible.

2. Order processing. "Order processing may be compared to the human body's central nervous system, triggering the distribution process and directing the actions to be taken in satisfying order demand". The components of the order processing activity may be broken down into three groups: (1) operational elements, such as order entry/editing, scheduling, order-shipping set preparation, and invoicing; (2) communication elements, such as order modification, order status inquires, tracing and expediting, error correction, and product information requests; and (3) credit and collection elements, including edit checking and accounts receivable processing/collecting. The speed and accuracy of a firm's order processing have a great deal to do with the level of customer service the company provides. Advanced systems can reduce the time between order placement and shipment from a warehouse or storage facility.

3. Distribution communications. Success in today's business environment requires the management of a complex communication system. Effective communication must take place between: (1) the firm and its customers and its suppliers; (2) the major functional components of the company—marketing, manufacturing, logistics, and finance/accounting; (3) the various logistics-related activities such as customer service, traffic and transportation, warehousing and storage, order processing, and inventory control; and (4) the various components of each logistics activity (within inventory control, for example, would be in -plant inventory, inventory in transit, and inventory in field warehouse). Communication is the vital link between the entire logistics process and the firm's customers. Accurate and timely communication is the cornerstone of successful logistics management.

4. Inventory control. The inventory control activity is critical because of the financial necessity of maintaining a sufficient supply of product to meet both customers' needs and manufacturing requirements. Maintaining raw materials, parts, and finished goods inventory consumes both space and capital. Money tied up in inventory is not available for use elsewhere. It is sufficient to note that inventory carrying costs can range from 14 to over 50 percent, depending on the product. Successful inventory control involves determining the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

5. Demand forecasting. Demand forecasting involves determining the amount of product and accompanying service that customers will require at some point in the future. The need to know precisely how much product will be demanded is important to all facets of the firm's operations—marketing, manufacturing, and logistics. Therefore it is imperative that the firm undertake some type of demand forecasting and communicate the results to the marketing, manufacturing, and logistics departments. Sophisticated computer models, trend analysis, sales force estimates, or other methods can help develop such forecasts.

6. Traffic and transportation. One major component of the logistics process is the movement or flow of goods from point-of-origin to point-of-consumption—and perhaps their return as well. Traffic and transportation refers to managing the movement of products and includes activities such as selecting the method of shipment (air, rail, water, pipeline, truck); choosing the specific path (routing); complying with various local, state and federal transportation regulations; and being aware of both domestic and international shipping requirements.

Transportation is often the single largest cost in the logistics process. Therefore, it is an important component that must be managed effectively.

7. Warehousing and storage. Products must be stored at the plant or in the field for later sale and consumption unless consumers need them the instant they are produced. Generally, the greater the time lags between production and consumption, the larger the level of inventory required. Warehousing and storage are activities that manage the space needed to hold or maintain inventories. Specific storage activities include: decisions as to whether the storage facility should be owned, leased, or rented; warehouse layout and design; product mix considerations; safety and maintenance; security systems; personal training; and productivity measurement.

8. Plant and warehouse site selection. Whether facilities are owned, leased, or rented, the location of plants and/or warehouses (storage facilities) is extremely important. The strategic placement of plants and warehouse near the company's markets can improve the firm's customer service levels. Proper facility location can be allow lower volume-related transportation rates in moving product from plant to warehouse, plant to plant, or warehouse to customer.

9. Material handling. Material handling is concerned with every aspect of the movement or flow of raw material, in-process inventory, and finished goods within a plant or warehouse. The objectives of material handling are:

- To eliminate handling wherever possible;
- To minimize travel distance;
- To minimize goods in process;
- To provide uniform flow free of bottle necks; and
- To minimize losses from wasting, breaking, spoiling and thieving.

A firm incurs costs every time an item is handled. Since handling generally adds no value to a product, these operations should be kept to a minimum. For items with low unit value, the proportion of material handling costs to total product cost can be significant. Poor material handling can lead directly to lost or damaged products, customer dissatisfaction, production delays, and idle employees and equipment. Material handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.

10. Procurement. Every company relies to some extent on materials and services supplied by other firms.

Procurement is the acquisition of materials and services to ensure the operating effectiveness of the firm's manufacturing and logistics processes. The procurement function includes the selection of

supply source locations, determination of the form in which the material is to be acquired, timing of purchases, price determination, quality control, and many other activities. The changing economic environment of recent years, marked by wide variations in availability and cost of materials, has made procurement even more important in the logistics process.

11. **Parts and service support.** In addition to the movement of raw material, in-process inventory, and finished goods, logistics must be concerned with the many activities involved in repairing and servicing of products. Logistics' responsibility does not end when the product is delivered to the customer. Part of the firm's marketing activity is to provide the customer with service after the sale. This involves providing replacement parts when products break down or malfunction. Adequate supplies of spare and replacement parts are vital to the service and repair activity—and logistics is responsible for making sure those parts are available when and where the customer needs them. The firm supplying the spare or replacement part must be able to respond quickly and decisively. Adequate parts and service support is extremely important whenever post-sale support is part of the firm's marketing effort.

12. **Packaging.** Packaging performs two basic functions—marketing and logistics. In a marketing sense the package acts as a form of promotion or advertising. Its size, weight, color, and printed information attract customers and convey knowledge about the product. From a logistics perspective, packaging serves a dual role. First, the package protects the product from damage while it is being stored or transported. Second, packaging can make it easier to store and move products by reducing handling and thereby material handling cost. When firms are involved in international marketing, packaging becomes even more important. Products marketed in foreign countries travel greater distances and undergo more handling operations. In general, domestic packaging is not strong enough to withstand the rigors of export shipment. Specially, in many countries, management must deal with a lack of adequate material handling equipment and must rely on poorly trained personnel.

13. **Salvage and scrap disposal.** One by-product of the manufacturing and logistics process is waste material. If this material cannot be used to produce other products, it must be disposed of in some manner. Whatever the by-products—scrap, residue, or radioactive waste—the logistics process must effectively and efficiently handle, transport, and store it. If the by-products are reusable or recyclable, logistics administers their transportation to remanufacturing or reprocessing locations.

14. **Return goods handling.** The handling of return goods, often referred to as reverse distribution, is an important part of the logistics process. Buyers may return items to the seller due to product defects, overages, incorrect items received, or other reasons. Most logistics systems are ill-equipped to handle product movement in a reverse channel. In many industries in which consumers return products for warranty repair, replacement, or recycling, reverse distribution costs may be high. The cost of moving a product back through the system from the consumer to producer may be as much as nine times the cost of moving the same product from producer to consumer. Often the returned goods cannot be transported, stored, and/or handled as easily, resulting in higher logistics



costs. Reverse distribution promises to become even more important as customers demand more flexible and lenient return policies.

New Words

- | | |
|--------------------------------------|----------------------------|
| 1. implement ['impliment] | <i>v.</i> 实现,完成,履行 |
| 2. consumption [kən'sʌmpʃn] | <i>n.</i> 消费 |
| 3. warehousing ['weəhausiŋ] | <i>n.</i> 仓储 |
| 4. procurement [prə'kjuəmənt] | <i>n.</i> 采办 |
| 5. illustrate ['iləstreit] | <i>v.</i> 举例或以图画等说明 |
| 6. component [kəm'pəunənt] | <i>n.</i> 部分,成分 |
| 7. multitude ['mʌltitju:d] | <i>n.</i> 多数,大批 |
| 8. intermediate [,intə'mi:diət] | <i>adj.</i> 中间的 |
| 9. enhance [in'hɑ:ns] | <i>v.</i> 增加 |
| 10. differential [,difə'renʃl] | <i>adj.</i> 有分别的,基于差别的 |
| 11. integrate ['intigreit] | <i>v.</i> 连接成整体,使完整 |
| 12. optimum ['ɒptiməm] | <i>adj.</i> 最佳的,最适宜的,最有力的 |
| 13. integral ['intigrəl] | <i>adj.</i> 构成整体所需要的 |
| 14. trigger ['trigə] | <i>v.</i> 引发,引起 |
| 15. invoicing ['invɔisiŋ] | <i>n.</i> 开发票 |
| 16. expedite ['ekspidait] | <i>v.</i> 促进,加速发展 |
| 17. transmit [trænz'mit] | <i>v.</i> 传送,传达 |
| 18. vendor [vendə] | <i>n.</i> 卖主 |
| 19. substantial [səb'stænʃl] | <i>adj.</i> 数量大的,相当可观的 |
| 20. vital ['vaitl] | <i>adj.</i> 有生命力的,维持生命所必需的 |
| 21. sophisticated [sə'fistikeitit] | <i>adj.</i> 复杂的,精良的,尖端的 |
| 22. facet ['fæsit] | <i>n.</i> (问题等的)一面 |
| 23. allocate ['æləkeit] | <i>v.</i> 分配,分给,拨发 |
| 24. originate [ə'ridʒineit] | <i>v.</i> 起源 |
| 25. budget ['bʌdʒit] | <i>n.</i> 预算 |
| 26. imperative [im'perətiv] | <i>adj.</i> 必要的,急切的 |
| 27. lease [li:s] | <i>v.</i> 出租,租借 |
| 28. eliminate [i'limineit] | <i>v.</i> 除去,剔除 |
| 29. minimize ['minimaiz] | <i>v.</i> 将……减至最小量或最低程度 |
| 30. acquire [ə'kwaɪə] | <i>v.</i> 获得 |
| 31. replacement [ri'pleismənt] | <i>n.</i> 更换 |
| 32. adequate ['ædikwət] | <i>adj.</i> 令人满意的,适当的,足够的 |
| 33. perspective [pə'spektiv] | <i>n.</i> 看法 |

- | | |
|-------------------------|----------------------|
| 34. reverse [ri'vɜ:ɪs] | <i>n.</i> 相对,相反,反面 |
| 35. warranty [ˈwɒrənti] | <i>n.</i> 担保,保证 |
| 36. lenient [ˈli:niənt] | <i>adj.</i> 不严厉的;宽大的 |

Terms and Expressions

- | | |
|--|------------|
| 1. logistics system | 物流系统 |
| 2. logistics management | 物流管理 |
| 3. raw material | 原材料 |
| 4. conform to | 与……相符 |
| 5. supply chain management | 供应链管理 |
| 6. time and place utility | 时间与地点效应 |
| 7. customer service | 顾客服务 |
| 8. inventory control | 库存控制 |
| 9. demand forecasting | 需求预测 |
| 10. traffic and transportation | 交通运输 |
| 11. warehousing and storage | 仓储和储藏 |
| 12. plant and warehouse site selection | 厂址与仓储地点的选择 |
| 13. material handling | 物料搬运 |
| 14. parts and service support | 零件及维修服务 |
| 15. salvage and scrap disposal | 残值及废物处理 |
| 16. return goods handling | 退货处理 |
| 17. proprietary asset | 专有资产 |

Notes

- Included within this definition are customer service, traffic and transportation ...
此句为倒装句,正常语序应为 Customer service, traffic and transportation ... are included within this definition. 在英语中,有的主语过长,为避免句子头重脚轻,常把主语置于谓语后。
- Order processing may be compared to the human body's central nervous system.
订单处理可以被比作人体的神经中枢系统。
compare ... to ... 把……比作……
- The speed and accuracy of a firm's order processing have a great deal to do with the level of customer service the company provides.
公司对订单处理的速度和准确性与公司为消费者提供的服务水平有很大关系。
have (sth) to do with 与……有关
have nothing to do with 与……无关
- in most cases 在大多数情况下



in case 免得,以防万一

in that case 那样的话

5. Material handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.

物料搬运在减少库存,降低成本和提高生产力方面起着至关重要的作用。

play a role 扮演角色,发挥作用

Exercises

I. Answer the following questions:

1. What is logistics management?
2. What are the activities included in logistics management?
3. Why is the inventory control activity critical?
4. What does the traffic and transportation activity refer to?
5. What aspects are included in specific storage activities?
6. What are the important factors that should be taken into consideration in selecting plant and warehouse sites?
7. What are the objectives of material handling?
8. From a logistics perspective, what functions does packaging perform?
9. What respects are involved in the procurement function?
10. Why does packaging become even more important when firms are involved in international marketing?
11. How to dispose of salvage and scrap?
12. What is reverse distribution?

II. Blank filling:

1. Each element of a firm's logistics system can affect whether a customer receives the right at the right _____ in the right _____ for the right _____ at the right _____.
2. The components of the order processing activity may be classified into three groups: _____, _____ and credit and collection elements.
3. Marketing forecasts of future demand determine _____, allocation of sales force effort, _____, and _____.
4. Manufacturing forecasts determine _____, _____ and in-plant inventory decisions.
5. It is imperative that a firm should undertake some type of demand forecasting and communicate the results to the marketing, manufacturing and logistics departments _____, _____, _____, or other methods can help develop such forecasts.
6. Poor material handling can lead directly to lost or damaged products, _____,

_____ , and _____. Materials handling plays a vital role in reducing inventory, lowering costs, and increasing productivity.

7. Packing performs two basic functions: _____ and _____. In marketing sense the package acts as a form of promotion or _____.

8. The cost of moving a product back through the system from the consumer to producer may be as much as _____ the cost of moving the same product from producer to consumer.

9. Order processing may be compared to the human body's central nervous system, triggering _____ and directing the actions to be taken in satisfying order demand.

III. Phrases translation:

物流管理 客户服务 物料搬运 订单处理 需求预测 退货处理 零配件和服务支持 工厂及仓库选址 产地 销地

Reading Material

Quick Response, Canadian Style

Executives at Toronto-based Hudson's Bay Company left the pioneering spirit to U. S. retailers when it came to developing quick response technology. They sat on the sidelines watching and learning from their U. S. counterparts for years.

Then, in late 1991 the decision was made to implement QR technology. Hudson's Bay executives quickly made up for lost time. Everything from UPC codes to floor-ready processes were set up and put into effects in less than two years. Ironically, as U. S. retailers and manufactures hammer out guidelines for floor-ready merchandise today, they're looking to their neighbors to the north for tips.

According to Peggy Macek, director of merchandise systems at Hudson's Bay Company, getting suppliers to comply with the various standards, including floor-ready merchandise processing, involves a lot of partnering and understanding, and a bit of clout and coercion as well.

"We made it very clear to our suppliers what we expected of them, and gave them guidelines for making it happen. To our way of thinking, there was no sense talking QR without having merchandise floor ready, and we did our best to help them see the benefits of coming on line," says Macek.

"There were suppliers who balked initially, but we're the largest retailer in Canada. They quickly came to the conclusion that you can't fight city hall."

No doubt, the fact that The Bay cut off one of its largest suppliers for one month for refusing to comply with standards sent a clear message to Canadian manufactures.

Currently, the retailer requires suppliers to price merchandise prior to shipping. Hangers have been standardized by merchandise type, and shipping cartons are moving through the DC (distribution center) without being opened.