

RETAIL OM BORD PÅ COLOR LINE

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Oslo 26.05.25



Ett ledende Nord Europeisk cruise og ferge selskap

KEY FACTS

O·N SUNDE AS

100 % owner

Oslo, Norway

2,125 FTEs

Stable regulatory framework

7 ports



5 vessels



4 routes



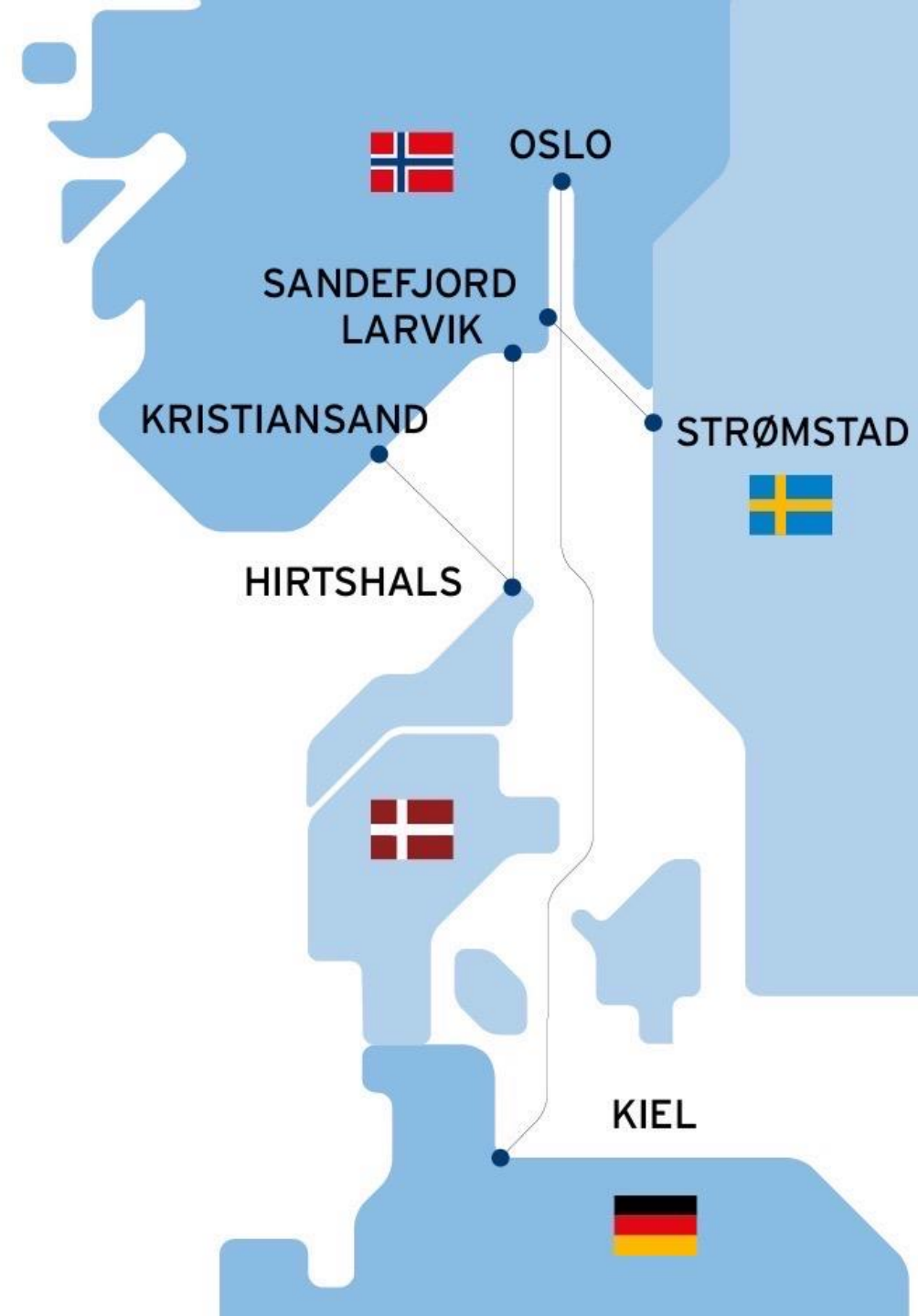
3,7 million passengers



926,000 cars



190,000 trucks



Tailor-made vessels

Norway - Germany

CRUISE, SHOPPING & DINING

A modern and environmentally friendly fleet
rigged for the future. Scrubbers installed.
Connected to shore power at port.

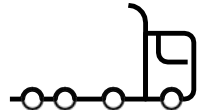
Color Magic



2007



550



1,270 lane meters



2,600

Color Fantasy



2004



750



1,270 lane meters



2,400



Tailor-made vessels

Norway - Denmark

EFFICIENT TRANSPORT & SHOPPING

A modern and environmentally friendly fleet rigged for the future. Scrubbers installed.
Connected to shore power at port.

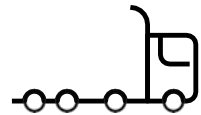
SuperSpeed 1



2008



764



2,036 lane meters



2,315

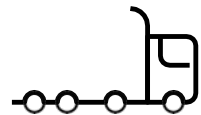
SuperSpeed 2



2008



764



2,036 lane meters



1,929



GREEN
SMART
INNOVATIVE

Tailor-made vessels

Norway - Sweden

EFFICIENT TRANSPORT & SHOPPING

A modern and environmentally friendly ship rigged for the future. Connected to shore power at port in Sandefjord.

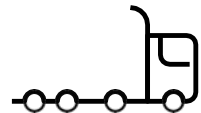
Color Hybrid



2019



500



700 lane meters



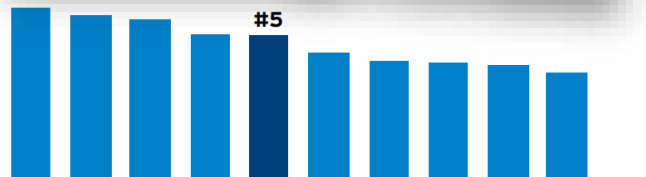
2,000



Mer enn transport



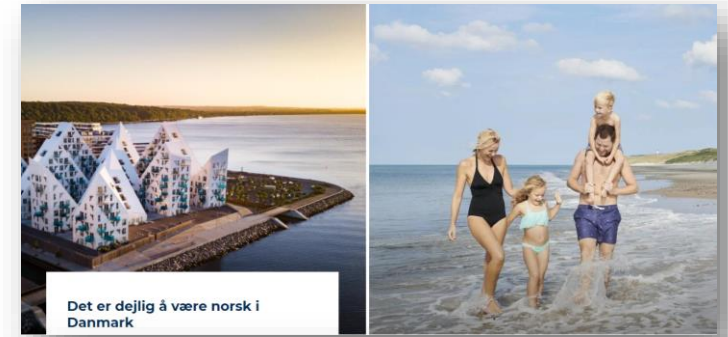
Fra gourmetrestauranter til shopping, show, overnatting, spa og opplevelser



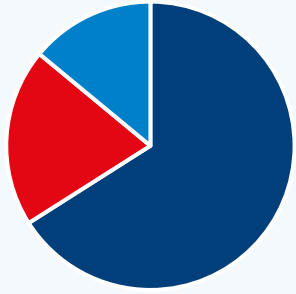
Et av Norges største kjøpesentre



Et av Europas største hoteller

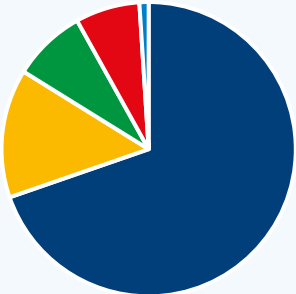


En av Nordens viktigste reiselivsaktører



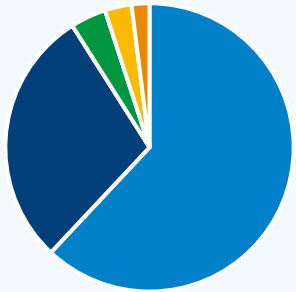
Market Shares

- Color Line 66 %
- Fjord Line 20 %
- DFDS Seaways 14 %



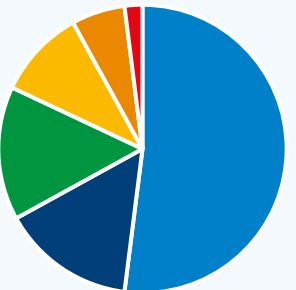
Nationality

- Norwegian 69 %
- German 14 %
- Others 8 %
- Danish 7 %
- Swedish 1 %



Segments

- Transport 62 %
- Cruise 29 %
- Holiday 4 %
- Cargo 3 %
- Conference 2 %



Categories

- Tobacco & alcohol 52 %
- Fashion & gifts 15 %
- Perfumes & cosmetics 15 %
- Confectionery 10 %
- Food 6 %
- Non-alcoholic drinks 2 %



The Passenger Mix

The largest share of our passengers are Norwegian – renown for their high spending power and love for shopping!



Utfordringer med retail om bord på skip:

- **Stor variasjon av kunder**
- **Lite lagerplass om bord**
- **Høy omløpshastighet**
- **Forskjellige kunder i forskjellige sesonger**
- **Lite høy kvalitetsdata**

Før i tiden



Dynamics 365
Business Central

WMS- logistikk

Ny versjon

 **LS Retail**
an aptos company



Dynamics 365
Business Central

Statement, Ambition & strategy



Items variant & items master

Statement

- We need to spend more time on creating and maintaining items
- We will use standard BC/LS
- CLOG (logistic) will be the future master for items
- We will change how we use Bluestone PIM.
 - Before ERP => after ERP

Ambition

- We will maintain as much details as possible for an item in ERP (BC/LS)
 - Less integrations
 - Less Excel sheets and mails
 - Always updated
 - Cloud ready
 - Click&Collect ready
 - Self service ready
 - Digital menus ready

Strategy

- We will implement items variant and change item master step by step.
 - Low risk
 - Flexible timeline for integration changes

Fra og med nå



Dynamics 365
Business Central
WMS- logistikk



LS Retail
an aptos company



Dynamics 365
Business Central



**FOOD ALLERGENS
THE BIG 8**



| | | | |
|---------|----------|-----------|-----------|
| WHEAT | FISH | MILK | EGGS |
| PEANUTS | SOYBEANS | TREE NUTS | SHELLFISH |

IFC 5 - GOLD WITH LITTLE RISK



Nye seasonal codes BASE and NOOS

- IFC 5 - BASE NOOS All year
- 3500 - BASE
- 415²⁴ - Spring 24 NOOS
- 405²⁴ - Fall 24 NOOS

- Optimizing profit
- Reduse stock on seaonal products
- Secure that all sizes are always available on IFC 5
- More regular replenishment from the logistic center will optimize stock and reduce the final distribution at the end of season
- More focus on IFC 5 products - creates less risk for Color Line and lower pre buys

WHY?



Source



WHAT DID WE WANT AND NEED DEC 2023

How it was:



Sand

| Item Family | Item Category | Product Group | Brand | Item Description | Item No | Supplier Reference No | Total Sold | Order Quantity | Sold % of Ordered |
|-------------------|---------------|---------------|-------|--|---------|-----------------------|------------|----------------|-------------------|
| 40923 - Salg høst | Herreklær | Underdel | Sand | Sand 0778 slim fit jeans 34 light camel | 167088 | 341J27394 228 | 5 | 11 | 45,5% |
| 40923 - Salg høst | Herreklær | Underdel | Sand | Sand 0778 slim fit jeans light camel | 162880 | 341J27392 228 | 19 | 30 | 63,3% |
| 40923 - Salg høst | Herreklær | Underdel | Sand | Sand 0782 slim fit jeans 32 dark navy blue | 162877 | 341527392 590 | 41 | 48 | 85,4% |
| 40923 - Salg høst | Herreklær | Underdel | Sand | Sand 0782 slim fit jeans 34 dark navy blue | 166684 | 341527392 590 | 11 | 12 | 91,7% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 5471 modern fit half zip sweater light camel | 162883 | 344O5033 220 | 24 | 30 | 80,0% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 5592 - Cardi B knitwear V-neck camel | 162884 | 344U5434 230 | 22 | 27 | 81,5% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 5593 - Iq sweater turtle neck dark navy blue | 162885 | 344V5306 590 | 13 | 25 | 52,0% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 5600 half zip sweater dark navy blue | 162882 | 2SNO75033 | 21 | 30 | 70,0% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 6685 modern fit blazer light camel | 162879 | 343N6258 220 | 28 | 32 | 87,5% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 6775 modern fit blazer dark navy blue | 162876 | 340R6253 590 | 26 | 32 | 81,3% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 8056 Gordon sc shirt blue | 167087 | 340E8121 530 | 24 | 39 | 61,5% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 8060 modern fit shirt medium blue | 162874 | 34088171 550 | 21 | 39 | 53,8% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 8062 modern fit shirt dark navy blue | 162875 | 340A8171 590 | 25 | 38 | 65,8% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand 8093 modern fit shirt graphite gray | 162878 | 341E8171 190 | 16 | 41 | 39,0% |
| 40923 - Salg høst | Herreklær | Underdel | Sand | Sand burton n 34 jeans dark blue/navy | 157349 | 241Z20004 590 | 8 | 9 | 88,9% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand Merino - Iq round neck sweater dark navy blue | 162888 | 34785074 590 | 19 | 34 | 55,9% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand Merino - Iq round neck sweater ginger | 162886 | 34785074 234 | 10 | 20 | 50,0% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand merino full zip sweater dark navy blue | 162881 | 342R5268 590 | 21 | 31 | 67,7% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand Scarves MW - S325 45 cm x 180 cm dark brown | 162889 | 346JS325 290 | 11 | 18 | 61,1% |
| 40923 - Salg høst | Herreklær | Overdel | Sand | Sand Scarves MW - S326 180 cm x 50 cm royal blue | 162887 | 346JS326 580 | 15 | 21 | 71,4% |
| | | | | | | | 380 | 567 | 67,0% |

How it can be with variant:



| COLOR LINE Item No or GTIN | Brand | Item Description | Color | SIZE | Item No | COLOR CODE | Supplier Reference No |
|----------------------------|----------------|------------------------------|-------|------|----------|------------|-----------------------|
| 167339 | Oscar Jacobson | Patton half zip navy | NAVY | L | 69264954 | 210 | 69264954 210 |
| 167338 | Oscar Jacobson | Patton half zip navy | NAVY | M | 69264954 | 210 | 69264954 210 |
| 167340 | Oscar Jacobson | Patton half zip navy | NAVY | S | 69264954 | 210 | 69264954 210 |
| 167343 | Oscar Jacobson | Patton half zip navy | NAVY | XL | 69264954 | 210 | 69264954 210 |
| 167348 | Oscar Jacobson | Patton half zip navy | NAVY | XXL | 69264954 | 210 | 69264954 210 |
| 167344 | Oscar Jacobson | Patton half zip walnut beige | BEIGE | L | 69264954 | 406 | 69264954 406 |
| 167341 | Oscar Jacobson | Patton half zip walnut beige | BEIGE | M | 69264954 | 406 | 69264954 406 |
| 167347 | Oscar Jacobson | Patton half zip walnut beige | BEIGE | S | 69264954 | 406 | 69264954 406 |
| 167346 | Oscar Jacobson | Patton half zip walnut beige | BEIGE | XL | 69264954 | 406 | 69264954 406 |
| 167345 | Oscar Jacobson | Patton half zip walnut beige | BEIGE | XXL | 69264954 | 406 | 69264954 406 |

- Sizes separated from Item description
- Suppliers color name kept in ID, Color in is based on Color Lines Color
- Only GTIN (Or CL Item no) separates article by variant
- Suppliers Item no and Colour code used

Items variant - first step



Items variant & items master



4 Color Shop items vendors
(with variants)

No need for changing integration PIM =>
GRS (no allergens for Color Shop items)



Create agreed items directly in
CLOG with variant

seperate number series to secure «no
updates from PIM» and to «sort» before
use of DD against DOBS



Keep on creating and maintaining all other items in PIM

Items variant - steps/timeline



Items variant & items master



Ready
before
ordering

Ready
before
ordering
From
vessel.

Ready
before
recieving

Ready
before
selling



HOW IT IS NOW

How it is Fall 24:



Bergans

| Brand | Supplier Reference No | Item Description | Item No | Variant Description | Variant Size | Variant Color | Quantity |
|-------------------|-----------------------|-----------------------------|---------|----------------------------|--------------|---------------|------------|
| | | | | | | | 232 |
| Bergans Of Norway | 3034 | Breheimen Softshell W Pants | 500037 | Dark Green Mud / L | L | Green | 3 |
| Bergans Of Norway | 3034 | Breheimen Softshell W Pants | 500037 | Dark Green Mud / M | M | Green | 2 |
| Bergans Of Norway | 3034 | Breheimen Softshell W Pants | 500037 | Dark Green Mud / S | S | Green | 4 |
| Bergans Of Norway | 3034 | Breheimen Softshell W Pants | 500037 | Dark Green Mud / XL | XL | Green | 2 |
| Bergans Of Norway | 3031 | Breheimen Softshell Pants | 500038 | Black/Solid Charcoal / ... | 2XL | Black | 1 |
| Bergans Of Norway | 3031 | Breheimen Softshell Pants | 500038 | Black/Solid Charcoal / L | L | Black | 6 |
| Bergans Of Norway | 3031 | Breheimen Softshell Pants | 500038 | Black/Solid Charcoal / M | M | Black | 5 |
| Bergans Of Norway | 3031 | Breheimen Softshell Pants | 500038 | Black/Solid Charcoal / S | S | Black | 2 |
| Bergans Of Norway | 3031 | Breheimen Softshell Pants | 500038 | Black/Solid Charcoal / ... | XL | Black | 1 |
| Bergans Of Norway | 3026 | Finnsnes Fleece W Jacket | 500039 | Black / L | L | Black | 4 |
| Bergans Of Norway | 3026 | Finnsnes Fleece W Jacket | 500039 | Black / M | M | Black | 5 |
| Bergans Of Norway | 3026 | Finnsnes Fleece W Jacket | 500039 | Black / S | S | Black | 6 |
| Bergans Of Norway | 3026 | Finnsnes Fleece W Jacket | 500039 | Black / XL | XL | Black | 6 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Duke Green / 2XL | 2XL | Green | 4 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Duke Green / L | L | Green | 4 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Duke Green / M | M | Green | 2 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Duke Green / S | S | Green | 1 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Duke Green / XL | XL | Green | 6 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Navy Blue / 2XL | 2XL | Navy | 4 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Navy Blue / L | L | Navy | 14 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Navy Blue / M | M | Navy | 8 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Navy Blue / S | S | Navy | 4 |
| Bergans Of Norway | 3025 | Finnsnes Fleece Jacket | 500040 | Navy Blue / XL | XL | Navy | 7 |

Bruke Leverandørens farger



Color Line vil fortsatt bruke leverandørens fargenavn I tillegg til CL Main Color.

Grunner:

For å sikre korrekt artikkelinfo (for suppleringer og gjennomsalgstall) til leverandørene

Main colors linkes opp mot leverandørens farger for enkel søkemuligheter i fremtidige klikk og hent løsninger og rapportering

| | |
|--------------------------|-----------------------------|
| 500018 | Further description 1 |
| Otto Poloshirt S-S | District |
| 30 | Brand |
| 3002 | Customcode_DK |
| 3002001 | Customcode_NO |

Availability | Actions ▾ Related ▾ Fewer options

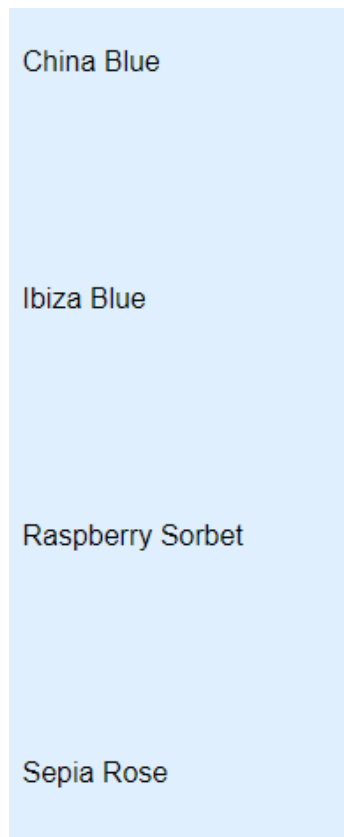
| Variant Code | Valid | Barcode No. ↑ | Description | COLORS - OSCAR JACOB | Color Line main color ▾ | |
|---------------------|-------|---------------|------------------|----------------------|-------------------------|---|
| 020 | ☑ | – | BLUEGRASS/L | BLUEGRASS | Blue | – |
| 021 | ☑ | – | BLUEGRASS/M | BLUEGRASS | Blue | – |
| 022 | ☑ | – | HARMONY BLUE/L | HARMONY BLUE | Blue | – |
| 023 | ☑ | – | HARMONY BLUE/S | HARMONY BLUE | Blue | – |
| 024 | ☑ | – | MIDNIGHT BLUE/S | MIDNIGHT BLUE | Blue | – |
| 025 | ☑ | – | MIDNIGHT BLUE/XL | MIDNIGHT BLUE | Blue | – |
| 026 | ☑ | – | NAVY SEA BLUE/S | NAVY SEA BLUE | Blue | – |
| 027 | ☑ | – | NAVY SEA BLUE/XS | NAVY SEA BLUE | Blue | – |
| 028 | ☑ | – | NIGHT BLUE/M | NIGHT BLUE | Blue | – |
| 029 | ☑ | – | NIGHT BLUE/S | NIGHT BLUE | Blue | – |
| 030 | ☑ | – | NIGHT BLUE/XL | NIGHT BLUE | Blue | – |
| 031 | ☑ | – | OXFORD BLUE/XS | OXFORD BLUE | Blue | – |
| 032 | ☑ | – | OXFORD BLUE/XXL | OXFORD BLUE | Blue | – |
| 058 | ☑ | 7313140917958 | NAVY SEA/M | NAVY SEA | Blue | – |
| 057 | ☑ | 7313140917965 | NAVY SEA/I | NAVY SEA | Blue | – |

Main Colors

Color Line Colors VS Supplier Colors

Koble alle artikler og leverandørens farger mot CL Main Colors:

- Viktig for fremtidig Click & Collect
- Gjennomsalgsdata



Color Line Planned Colors

| Farge | |
|------------|--|
| Beige | |
| Blå | |
| Brun | |
| Burgunder | |
| Flerfarget | |
| Grønn | |
| Grå | |
| Gul | |
| Gull | |
| Hvit | |
| Krem | |
| Lilla | |
| Orange | |
| Rosa | |
| Rød | |
| Sort | |
| Sølv | |
| Turkis | |

Variant Prosjekt 2024



- Vår 24
 - Implementert nye metoder for opprettelse av artikler med farg/str
 - Ett LS nr på alle str per artikkel
 - Ett LS nr på all farger av et produkt
- Høst 24

Test periode med 3 merker hvor alle artiklene ble opprettet på variant.

Bergans, Kaffe Curve og Häst

 - Rapporter - Lagt inn farge/str i rapporter i QV for filtrering og analyse av varianter.



Variantprosjekt - Fremdriftsplan



- Vår 25
 - Utøke variant til eksisterende lagerførte merker:
 - Les Deux & Oscar Jacobson
 - - Flytte gamle IFC 5/NOOS artikler til variant.
 - Alle nye merker opprettes på variant
 - Sette konkret plan for hvordan vi lagerfører artikler når alt ligger under variant- Alt i stk (Freesize supplering) eller fortsette med noen merker på Pre Packs (BOM?)
 - Bestemme suppleringstruktur fra lager og direkte leverandører når alle merker og artikler er opprettet på variant.
 - Pris gruppe artikler: Legge ny plan for hvordan vi jobber med artikler som i dag ligger under prisgrupper.
- Høst 25
 - Endre alle merker som i dag ligger på «gammel variant» til ny variant med et LS nr per artikkel
 - Alle direkte leverandører opprettes på variant
- Vår 26
 - VOICE - på variant (må avklares med Voice) siden de priser varene i dag.
 - Merker som i dag kjøpes inn i Pre Packs opprettes under variant
 - Merker som ligger under prisgrupper over på variant



Color Line



IMO 914209
COLOR HYBRID
www.cl.com