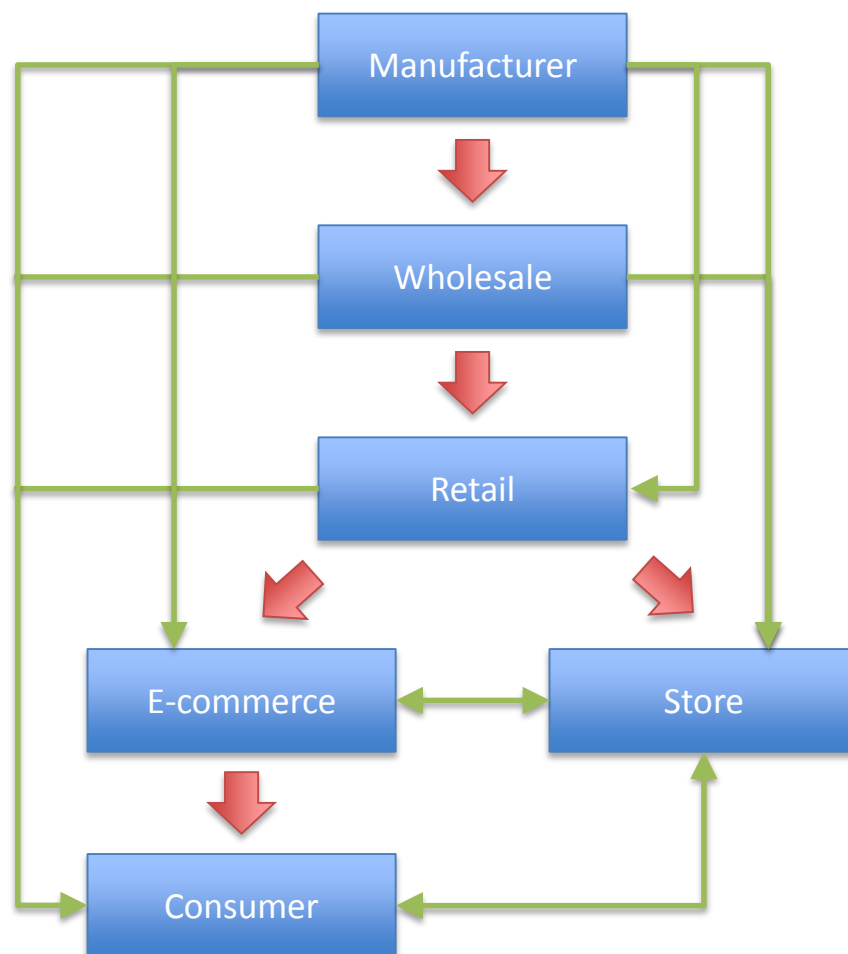


## The Triple Con Supply Chain

The diagram below outlines the supply chain from manufacturer to consumer. We recognize the red arrows as the traditional flow of goods. These provide economies of scale and work excellently for fast moving products and products with predictable demand. For these products there is a low risk on inventory, so the Triple Con Supply Chain opts for efficiency. The green arrows depict the flow of slow moving products with unpredictable demand. These typical long-tail products may lie at various places in the supply chain and when demand comes, we efficiently direct them to their destination.



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