



Brian Kohr
President and CEO

Brian was President and CEO of CSafe LLC and AcuTemp Thermal Products and continues in the same role for the newly merged company CSafe Global. During his career, he has held senior executive positions with several technology and healthcare companies and currently serves on the Board of Directors of several privately held businesses including Genessa Health Marketing and Acclimate Technologies. He is a certified public accountant (ia) and has Bachelors of Science degrees in Finance and Accounting and holds a Masters of Business Administration degree from the Mendoza College of Business at the University of Notre Dame.

A recent survey by Cold Chain IQ has shown that, despite a recession and bleak growth forecasts, the future for professionals working in the temperature controlled supply chain for life sciences companies is looking as good, if not better, than ever. This is as a result of globalisation and companies, working in multiple centres, expanding the cool chain supply market and creating many new opportunities in geographies around the world.

However, with globalisation there are new challenges:

Global sourcing is a 'business-essential' that continues to be of increasing importance to life science companies. As manufacturers adapt to changing market conditions, consolidate their operations, and focus thought leadership to work as one company across borders, continents and markets, the drive to make cost and efficiency savings becomes ever more demanding.

Stakeholders want better overall company financial performance obtained via increased revenues, reduced costs, improved efficiency, and in the case of global temperature-controlled supply chains, improved reliability. What cold chain managers crave for is a globally available supplier of a range of qualified thermal solutions that can provide reliable, consistent and measureable performance, along with cost savings.

In the case of cool chain logistics, using a single global supplier for thermal protective packaging or for logistics and transportation, could make the difference between valuable supplies arriving on time and being revenueable or, due to poor temperature management in transit or improper routing, arriving spoilt and being expensed.

Global sourcing can also add value through an easing of the qualification process and improved supplier management, making performance a far more visible and measureable activity. Take clinical trials as a specific example. The globalization of large pharmaceutical companies means that laboratories, staff, testing and administrative staff are frequently in different cities, countries, or continents and moving samples and drugs from one facility to another is virtually impossible without a similarly global resource that:

- can meet the challenges of security
- has built in contingencies
- can comply with rapidly-increasing local regulations
- provides a consistent approach to quality
- has easy tracking/traceability

Global sourcing works best when the supplier/client relationship is a strong partnership. The vast majority of casualties in global sourcing in the last decade were created when the partnership broke down due to being built on unsound foundations such as unachievable targets, unclear expectations, false promises, lack of performance or poor financial management between both parties. Success however, inevitably comes when both companies mutually invest the most in growing their business relationship.

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One of the biggest strengths in global sourcing is the power of negotiation - not just costs, response times, payment terms and so on, but there is a growing shift towards negotiating performance based contracting. All businesses want to feel that they are getting the best service for their dollar, but ‘best’ does not necessarily mean the cheapest or quickest service. To the contrary, performance reliability, benchmarking and innovation are measurable quotients in any business relationship and, therefore, they are as important as the costs and terms of business when negotiating.

With global sourcing an inescapable reality for any in business, it has to have a positive outcome for the company. There is a fear or reluctance in some businesses to entrust so much in one supplier and that is why choosing, nurturing and trusting your global partners is fundamental to the success (or failure) of the relationship. Global sourcing, when undertaken with clear goals and realistic timescales, gives life science companies access to a bigger talent pool, better supply risk management, extended market reach, faster access to markets, optimal solutions and reduced wastage.

In my view, the key to realizing the benefits from successful global sourcing is communication and measurable performance. Open communication enables us to anticipate and rapidly adapt to changes in our customers’ needs whilst recognizing the need for a more visible execution process. The global market, the recession, and new business practices have brought new challenges, and global sourcing needs to be embraced as an important outcome of this change.

CSafe Global has over 20 years experience in developing reliable cold chain management products that provide superior hold-time performance in transport, product safety and service. Our active temperature control pallet (CSafe RKN) substantially reduces the risk of loss in transit while meeting all compliance requirements. CSafe’s line of passive solutions also provides similar excellent thermal performance while delivering lower overall supply chain costs due to the low cost of the packaging (often lower than the cost of polyurethane). This results in much smaller overall dimensional weight compared to polyurethane or any of the variants of polystyrene, thus reducing freight costs.

CSafe is the only global company with both active and passive packaging solutions and is solely focused on the life science markets. Our clients include life science companies and those that service this market, disaster relief agencies, public health departments and militaries all over the world, providing them with the cold chain management required to safely transport lifesaving and life enhancing products.