

**Figure 1.1 Spectrum of products**

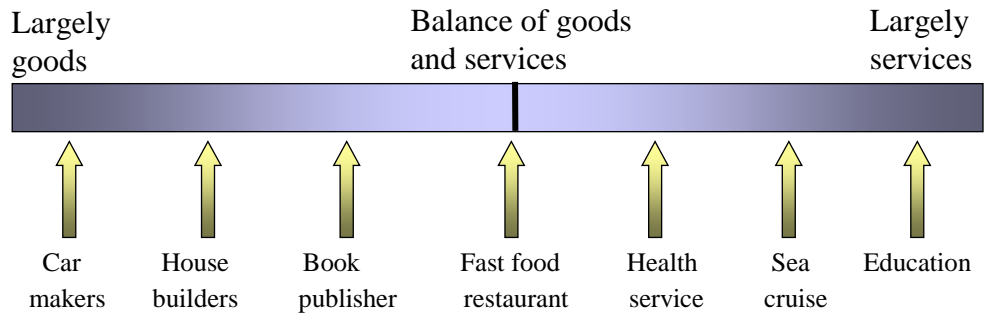
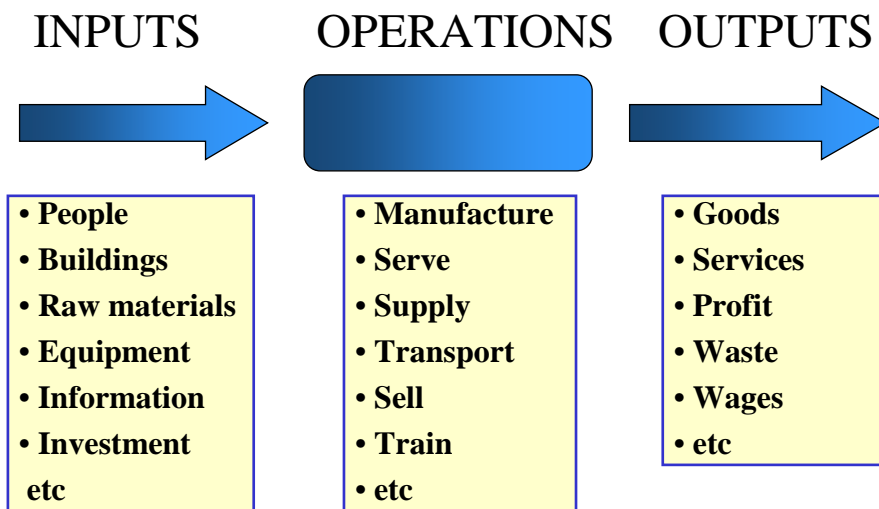


Figure 1.2 Operations transform inputs to desired outputs



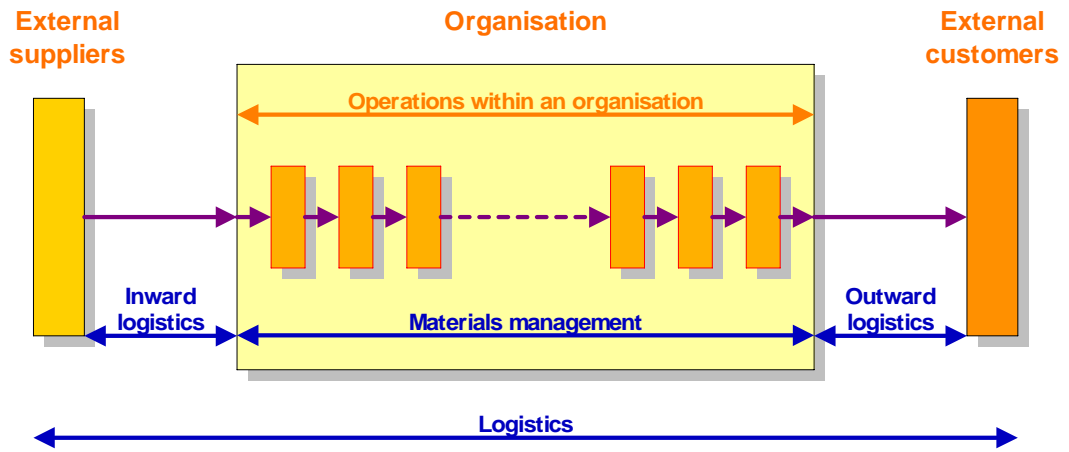


Figure 1.3 The flow of materials controlled by logistics

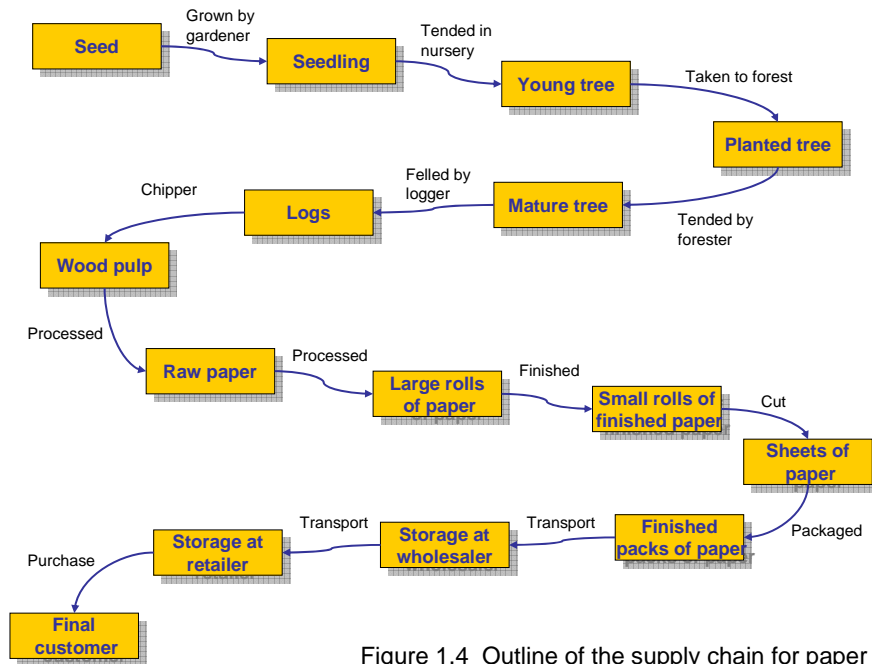


Figure 1.4 Outline of the supply chain for paper

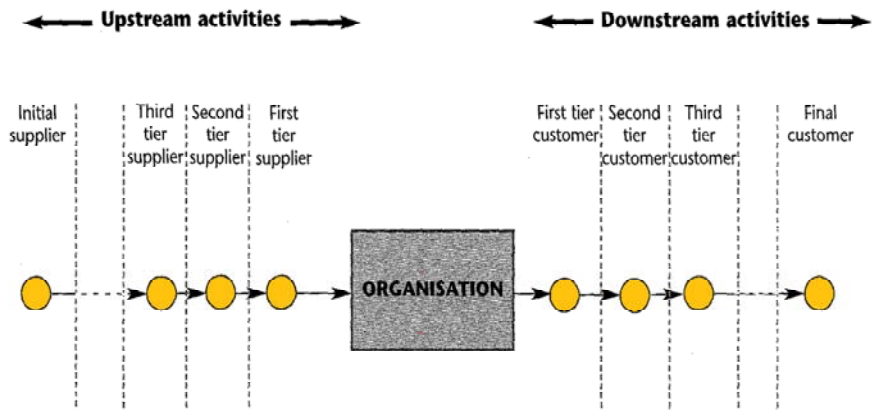


Figure 1.5 Activities in a simple supply chain

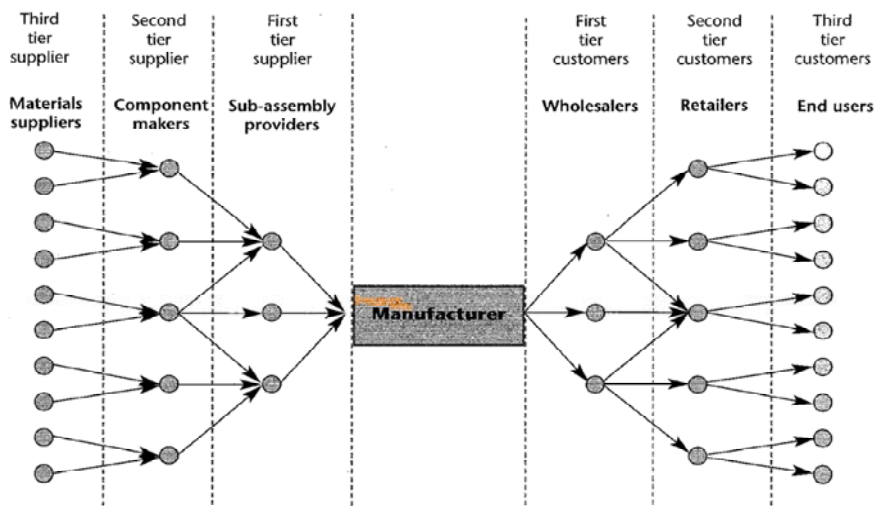


Figure 1.6 Typical supply chain around a manufacturer

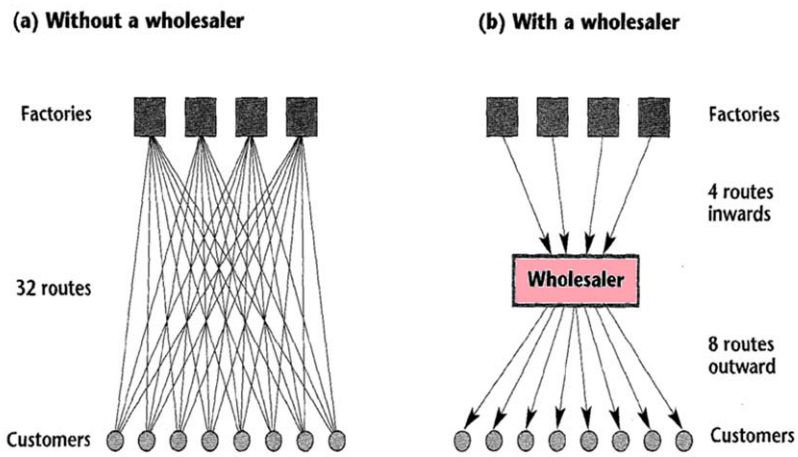


Figure 1.8 Adding a wholesaler simplifies material flows

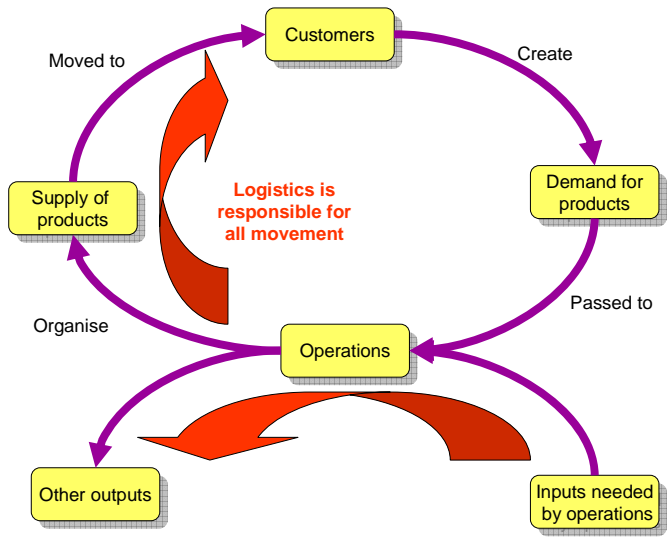


Figure 1.9 Essential role of logistics in meeting demand



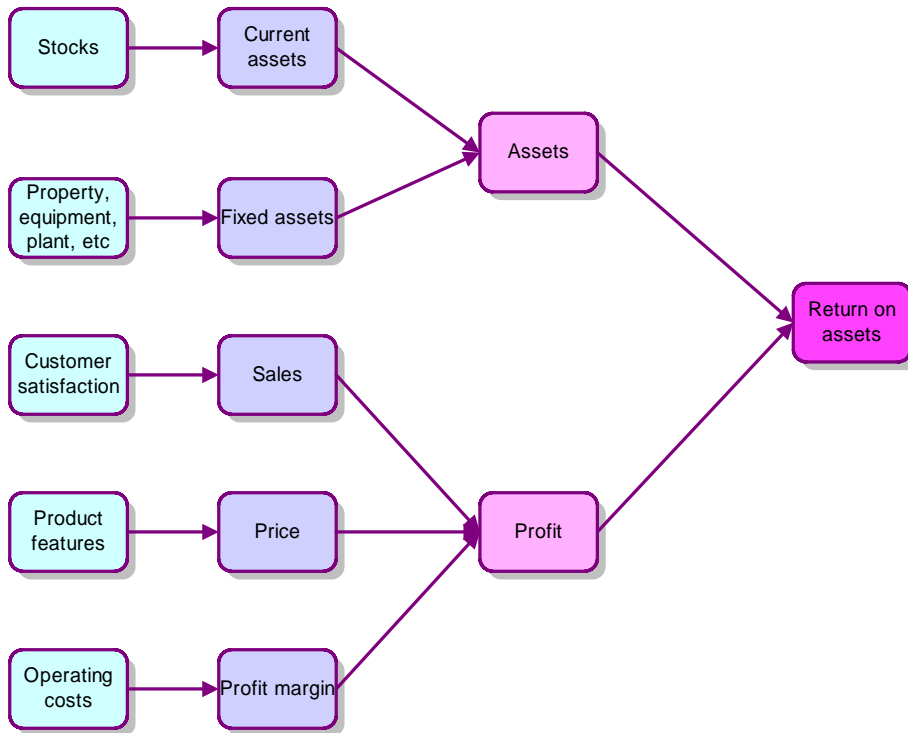


Figure 1.10 Influence of logistics on ROA