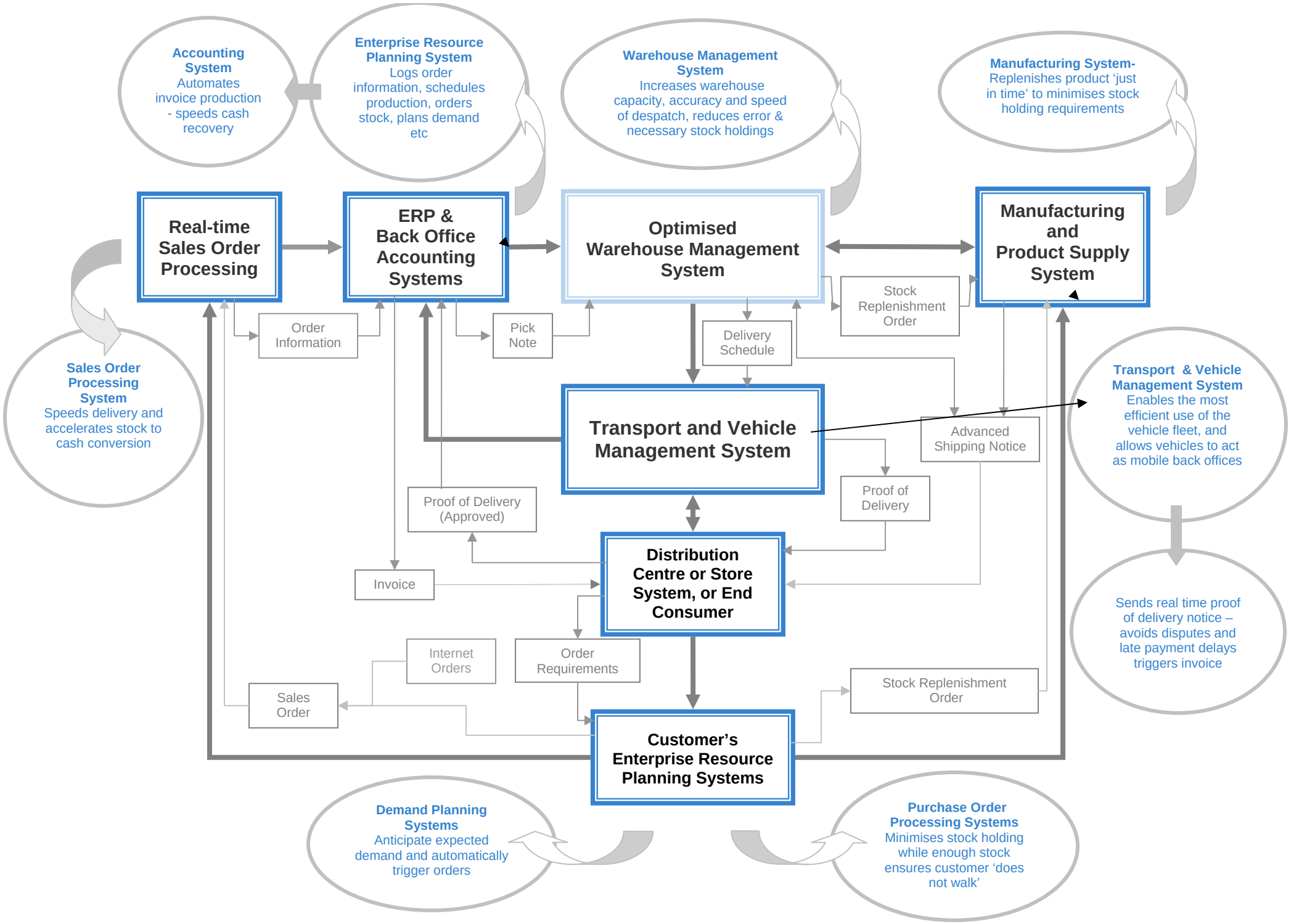Optimising Supply Chain Communications