

A POLISHED PERFORMANCE

Customer: British Ceramic Tile Ltd

British Ceramic Tile Ltd is one of the leading tile manufacturers in the UK, operating a state of the art factory in Devon which is one of the most advanced ceramic tile factories in the world. British Ceramic Tile supplies to major multiples, national house developers and directly to the trade.

Focus on carbon reduction

British Ceramic Tile is an ultra-modern and energy efficient manufacturer of ceramic tiles, and places great emphasis on consistently reducing its carbon footprint. Recent investment of over £40 million in production equipment means the company's manufacturing processes already use 20% less energy to produce tiles than the average for the industry.

Palletline – delivering performance and reliability

In line with efficiency improvements in the manufacturing processes, British Ceramic Tile is constantly striving to improve efficiency by reducing energy use in transportation, utilising responsible distribution solutions.

British Ceramic Tile began working with Devon-based Palletline Member Company Gregory Distribution over a decade ago, initially moving full loads and pallet load consignments around the UK to meet developing requirements. Today, Gregory Distribution manages the entire transportation solution on behalf of British Ceramic Tile, of which over 70% is delivered via the Palletline network.

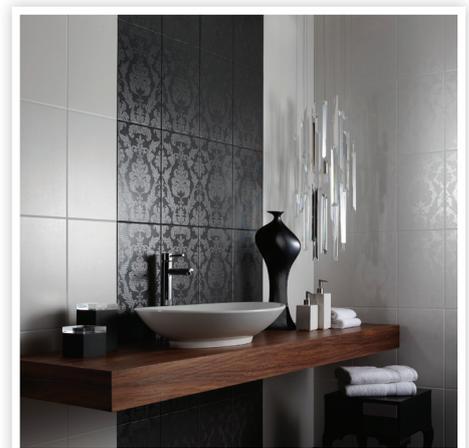
Part of the recent £40M investment included the construction of a purpose-built 66,000ft² warehouse, where Gregory Distribution enjoyed significant input into the design, layout and equipment. The new facility went live in July 2009, cementing this strategic partnership, and the two companies have now signed a new seven year deal for warehousing and distribution where Palletline plays an important role in what is essentially a full 3PL solution provided by Gregory Distribution.

Economical and sustainable

Matthew Gazzard, Financial Director for British Ceramic Tile, comments on how the solution provides a good fit with his company's corporate philosophies. "Not only does Gregory Distribution and the Palletline link give us a comprehensive transport solution, managed in house, but the manner of distribution also matches our environmental credentials," he stated. "Palletline's operating procedures give us a cost effective and sustainable option for transporting our products across the UK, reducing road miles and helping us to offer better value for money to our customers than most of our competitors."

Palletline – driving sustainable distribution services

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