

## AN 'EGGSELLENT' SOLUTION FOR COUNTRY FRESH EGGS

### Customer: Country Fresh Eggs/Shervington Farms

Newport-based Country Fresh Eggs has been producing free range eggs for over 40 years, and currently supplies both locally and to selected national retailers including Tesco and Wm. Morrison. The company is a member of the British Free Range Egg Producers Association, Freedom Food and "Lion Code".

### A Challenging Requirement:

Country Fresh Eggs operates an in-house distribution fleet for local deliveries. However, increasing demand outside the immediate area and new business from national customers prompted the company to look for a cost effective and reliable method for transporting produce safely and economically to retailers' Regional Distribution Centres.

### Quality handling processes

It looks like an insurmountable challenge – transporting fragile eggs through a pallet network whilst maintaining high levels of customer satisfaction and minimal damages. However, it's a real tribute to the processes in place at palletised distribution specialists Palletline Plc that they have been achieving just that for over four years.

Palletline Member Company Alan R Jones & Sons Ltd, who covers the Newport area for Palletline, began work with Country Fresh Eggs back in 2005, and has been successfully transporting the fragile foodstuffs ever since.

Country Fresh Eggs profess themselves very satisfied with the reliability and quality of the Palletline deliveries. "Alan R Jones & Sons Ltd and Palletline continue to provide us with an excellent, cost effective solution for our more distant RDC deliveries," confirmed Jenny Spearing, commenting for the company.

**Safe, secure and responsible distribution solutions from Palletline**

