

## PALLETLINE - SITTING PRETTY FOR GLOBAL CHAIR COMPONENTS

# GLOBAL

chair components and leisure furniture

### Customer: Global Chair Components Ltd

Global Chair Components Ltd is a major supplier of components to the office furniture industry. Established in 1996, the company supplies chair components for the office and contract markets, sourcing product from established international manufacturers. New for 2009 is a range of leisure and corporate furniture for interior and exterior applications.

### The Requirement:

UK distribution takes place from Global Chair Components' purpose-built warehouses and distribution centre in Reydon, Suffolk. The requirement increased significantly in 2009 with the introduction of the new leisure furniture range, and includes full and part loads as well as significant volumes of palletised consignments shipped exclusively through the Palletline network.

### Palletline – an integral part of the total distribution solution

Palletline Member Company Anglia Freight Ltd has been managing distribution solutions on behalf of Global Chair Components for over a decade. Today, the company operates a stand trailer operation at the Reydon distribution centre, collecting up to three trailer loads each and every day.

Some 40% of the total volume is delivered through the Palletline network, providing a fast and cost-effective solution for smaller consignments destined for delivery locations nationwide.

"Although our products don't require special handling, they can be subject to damage in transit and therefore security and consistency of service is an important issue," stated Managing Director Darryl Dawson. "We supply only trade customers, who require reliability of service to support their own operations. Through Anglia Freight and Palletline, we are able to support our customer service with a distribution solution which matches our customers' needs."

### Added Value Solutions

Although Global Chair Components have recently invested in additional high quality warehousing and storage facilities at Reydon, they do occasionally have a requirement for additional space, and Anglia Freight provides overspill storage where required. "Our advanced computerised stock control systems complement the company's own capabilities in this area," confirmed Geoff Moulton for Anglia Freight. "Additional services including digital signature capture and online POD management, where we integrate totally with the Palletline network, provide Global Chair Components with transparency and efficiency across the range of deliveries, from full loads to single pallet consignments."

### Integrated distribution solutions from the Palletline network



For more information please visit [www.globalchair.co.uk](http://www.globalchair.co.uk)