

## DELIVERING A WARM GLOW FOR MORSØ STOVES

### Customer:

The history of Morsø Jernstøberi dates back to 1853, when N A Christensen established his own iron foundry on the Limfjord island of Mors. By the close of the century, Morsø's cast iron goods were a recognised mark of quality throughout Denmark. Today, multifuel cast iron stoves from Morsø enjoy an established reputation worldwide for the ultimate in form and function, combining efficiency with timeless elegance and performance.

### Requirement:

In the UK, Morsø sell their products only through approved dealerships to maintain stringent levels of installation quality and customer service. All stoves are brought into the country via the Morsø distribution centre in Rugby, from where they are routed to destinations throughout the UK and Ireland using the Palletline network.

### Palletline – a comprehensive distribution service

Working through Palletline Member Company Stephen Sanderson Transport Ltd, whose Market Harborough base is located close to the Morsø distribution centre, the Palletline network has now handled all deliveries to Morsø dealerships in the UK and Ireland for five years. The system also works in reverse, with Palletline collecting stoves from UK locations and returning these to the distribution centre as and when required.

Commenting for Sanderson Transport, Ed Sanderson underlined the relevance of the Palletline service for Morsø. "Although these are cast iron products, they are in fact expensive and essentially fragile goods. Careful, professional handling is vital to ensure that each and every one reaches its final destination in peak condition, whilst our track and trace technology means we can pinpoint the exact location of each consignment at any given time," he confirmed.

Morsø are more than satisfied with the quality of service they enjoy through Sanderson Transport and the Palletline network. "Ours is a high quality product, and we need to be confident that our delivery capabilities match the needs of our dealers," stated Declan Walsh, MD of Morsø in the UK. "We enjoy a very close working relationship with the team at Sanderson Transport, who have become part of the Morsø family, and the service levels we enjoy through the Palletline network are quite simply second to none."

### Palletline – delivering quality when the heat is on!

