

## PALLETLINE – CLEANING UP FOR SASCOM PRODUCTS

# SASCOM Products

### The Customer

One of the UK's leading designers, importers and distributors of bathroom, flooring, heating and hot tub spa products, Sascom Products Ltd has built its reputation on innovative and outstanding value products which reflect today's contemporary design and fashion trends. With a philosophy based on 'quality first, customers foremost', Sascom's goal is to provide customers with cost-effective, premium quality products every time.

### The Requirement

Reliable delivery direct to homes and also to construction sites is a vital element of Sascom's service. This was proving a significant challenge for the company, as product damage in transit was presenting real issues. With some 50% of bathroom product consignments suffering damages – in particular baths and shower panels – Sascom was seeking a new logistics partner capable of managing and handling these large and often fragile products.

### A bespoke approach to palletising product

Working closely with Birmingham-based Palletline Member Company Palletline Logistics, the two companies analysed the problems and came up with a unique solution in the shape of a custom-made pallet. Designing in a special support section to change the orientation of the pallet, meaning the product did not overhang the base, has revolutionised the distribution experience.

"The Palletline network's focus on quality and performance matches Sascom's own strong emphasis on customer service," commented Palletline Logistics' Commercial Director Paul Knighton. "In this instance, we looked at providing an added value solution for Sascom which was designed to eliminate the risk without substantially increasing the overall cost."

"The new solution may have increased the cost of each individual pallet slightly, but this is more than offset by the reduction in damages and therefore the total cost of distribution," confirmed Sascom's Managing Director Zack Sethi. "We are now seeing more than 95% of consignments reaching their destination intact, which is impacting very positively on levels of customer satisfaction."

Palletline Logistics now provides a full range of services to Sascom, from storage and order picking through to secure packaging and national distribution.

### Palletline – the safe solution for fragile consignments

