

TRANSPORTING THE SWEET TASTE OF SUCCESS

Customer:

Tregroes Waffles is a family-run business, based in the village of Llandysul, West Wales. From humble beginnings using small hand-operated waffle irons to make the now-famous Toffee Waffles, the company now operates from bespoke premises in the beautiful Teifi Valley, producing in excess of 4000 toffee and chocolate-coated waffles per hour.

Requirement:

Tregroes Waffles enjoys a significant presence in Wales, delivering direct via a fleet of vehicles to outlets ranging from coffee shops and delicatessens to multiples. The company also supplies Tregroes and own-label products to retailers and wholesalers across the UK via the Palletline network, including Fortnum & Mason, Harvey Nichols and Selfridges.

Palletline – fast and flexible facilities

Ammanford-based Fast Forward Ltd has been providing the link into the Palletline network for Tregroes Waffles for over five years, now handling some 70% of the total distribution requirement. “Fast Forward and Palletline provide us with a reliable and cost effective delivery option outside the Welsh borders, and we are very satisfied with service levels,” commented Kees Huysmans for the company.

“Our products are reasonably fragile and need sensitive handling to ensure intact delivery to our customers. Palletline meets all our stipulations regarding clean, safe transit of goods. What’s more, although the variety of our customer outlets means deliveries must be made into differing commercial environments with varying access and notification requirements, Palletline has the equipment and systems to meet every need.”

Palletline – the recipe for successful distribution solutions

TREGROES
Waffles

