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magazine

ISSUE 6

NOVEMBER 2017

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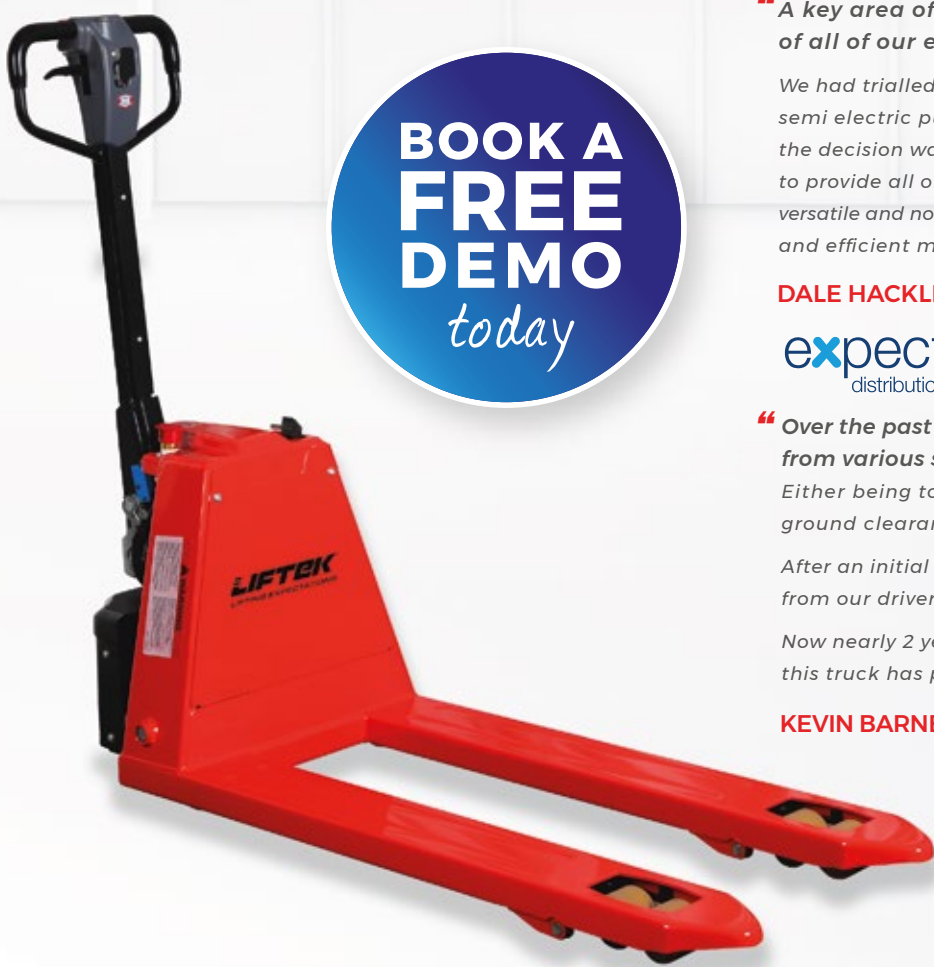


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Turn up the volume

Welcome to the last issue of Line Magazine for 2017 and also a fond goodbye to a great year for the Palletline business.

Not only have we celebrated our 25th year in business, but we have seen yet more awards bestowed upon us, further recognising all the high quality hard work our employees and our members' employees put in each day to the benefit of all.

This year we won the coveted RoSPA Highly Commended Award for safety in the transport, storage and distribution industry sector for the second year running. In addition to this we also won the Motor Transport Health & Safety Award for an unprecedented third time, further supporting our safety first attitude. The Motor Transport award was significant, in as much as we did not focus solely on innovation this year in our submission, as it was primarily based upon a decade of industry leading health and safety policy.

This year we have seen increasing volumes in our business, driven not only by our high service levels and the entrepreneurial spirit of our members, but also I believe as a result of the haulage industry's driver shortages, which are in turn creating more freight being passed onto the pallet networks.

Communication and mutual respect are also key attributes in a business such as ours, and as we head towards the next seasonal peak, I would like to encourage everyone involved with Palletline to remind themselves of our business ethos of co-operation and hence to our Principles of Partnership mantra.

Lastly for 2017 I would like to extend my welcome to all the new members who joined the Palletline family, including Baldry's, F&G, McGills, BDT and Alton Transport. We wish you all, and of course our long-standing members, the very best for the remainder of this year and for the years to come.

Graham Leitch

Graham Leitch

Managing Director, Palletline plc

LINE MAGAZINE

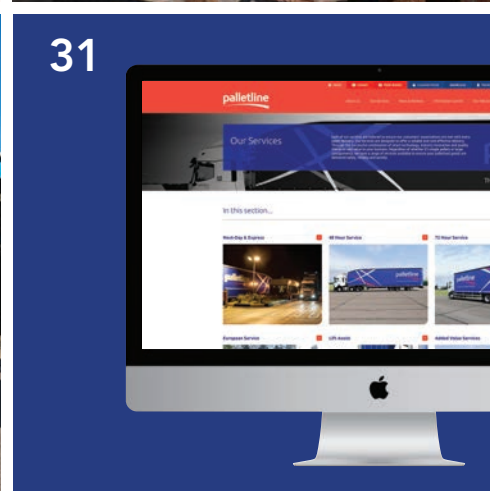
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Take a glimpse at what's coming up in the next issue of Line Magazine.

2017 Where did it go?!

It is our pleasure to deliver to you the 6th and final edition of Line Magazine 2017. In this issue you will find some really engaging content. Read our detailed coverage about the handover of the Palletline

chairmanship from Trevor Ellis to Jim Welch in our Chair and Chair alike feature, wherein we take a look back at great achievements as well as forward to exciting times ahead. You will no doubt remember we have been celebrating Palletline's 25th anniversary this year, and now we take a look at another anniversary; that of Jeep, the famous off-road motoring band. We also meet S&S Distribution's fascinating customer Chilstone in Johnny

Charles' interview aptly named Rock of Ages. We go on to welcome new members to the Palletline fold and explore Whiskey, History and Golf – now that's a winning combination.

We hope you enjoy this issue and thank you all for being so supportive of Line Magazine this year. The whole team look forward to bringing you even more in 2018.

Kind Regards,

Paul Komuro, Managing Editor

verto LONDON EXPLAINS THE IMPORTANCE OF SEO

Our client is a renowned global brand in the healthcare, first aid and first response market worldwide. This makes them premier manufacturers and wholesale suppliers of a range of first aid equipment and medical supplies. With their main office based in the UK, they also offer services across the globe, making their SEO performance paramount to their success.

When they approached Verto London, their site didn't have e-commerce functionality, making it difficult for customers to access their products easily. Their website wasn't generating enough traffic which made the conversion rates low for their site. Wanting to be seen as leaders in their industry, they needed to improve and develop the services they were offering online.

The client's new website, built by Verto London, now had a good base for us to start with on their SEO. The key focus was on improving the relevance of traffic coming through to

the site, so keyword research was carried out to ensure the target was in the right place. This involves working closely with the client to understand what products/ services they want to target, then researching search volumes and competition. This allows us to put together a refined targeted list of terms to build campaigns around.

Once keyword research was complete, we could then work to improve the meta information across the site. We also focused

on adding schema to ensure key information was as easily accessible for potential customers, and Google! As well as those tasks, building a quality backlink profile on the website focusing on those keywords is crucial. We outreach to quality websites that have relevant content to support the keywords with anchor text. Site speed was also a big focus, optimising areas to reduce load times and improve the user experience. Our work has seen some great results so far, take a look at just some of the following figures.



TRAFFIC 40% INCREASE IN ORGANIC TRAFFIC TO THE SITE

This was a great success, meeting one of the key goals of their campaign, and this number is set to keep rising. To ensure traffic does not increase it is important to constantly work on those keywords, through updating content and building the backlink profile.

CLICK THROUGH RATES 38.9% INCREASE OF CTR ORGANICALLY

This was a huge increase, showing that people were clicking through from the SERPs to find the exact information they needed on the page.

GOALS 2,307 GOALS HIT WITHIN ONE YEAR

We worked with the client to set up goals for their website to hit, they managed to reach over 2,000 within the first year of work. Goals can be anything from getting visitors to a specific page, filling out an enquiry form or completing an actual sale. This opens up a new tranche of tasks that need to be constantly managed, this is known as

conversion rate optimisation (CRO). CRO monitors how visitors interact with the website, this is done by crunching the data provided by Google as well as using tools such as Heat Maps. The aim of this is to reduce the attrition rates throughout the goal funnel in order to maximise every hit the website receives.



QUICK STATS

Another one of our clients is an international exhibition stand supplier, before Verto London designed and built them a new website they relied on existing clients to generate revenue. The old website did not rank for any of their keywords and raised 10 hits a month with a less than 1% conversion rate. Their website did not generate any enquiries let alone any actual revenue.

On launch of the new website, which was designed and built with the latest SEO & CRO practices enriched with targeted keywords they instantly saw an uplift in traffic. The new website, along with a quality SEO campaign, meant that within their first year they were seeing these results.

TRAFFIC

600 unique hits a month

ENQUIRIES

More than 21% conversion rate

SALES

£150k+ in sales solely web generated

CHAIR AND CHAIR ALIKE

After more than a decade, Palletline's new chairman Jim Welch picks up the baton from outgoing Trevor Ellis. In this interview with Line, both men reflect upon the past, the present and the future of the network



Blood is thicker than water, or so the saying goes, so it is of little surprise that despite the fact that even in the digital age of so-called Generation X, there is still a thriving industry for Generation Next – the heirs to today's family businesses who carry the baton for customer service, fastidiously established by their fathers and grandfathers, into the new age.

The transport business is one such industry where the family values of hard work and going the extra mile for a customer are still key points of differentiation in an age of squeezed margins, driver shortages and volatile fuel prices. Such values anchor the past to the present and the future through the bloodlines that link the founders of the businesses to their successors.

In this respect, Trevor Ellis, the outgoing chairman of Palletline, shares a common lineage with his successor for the title, Jim Welch. They both succeeded their fathers in family transport companies that have been in business for eight decades. As board members of CS Ellis and Welch's Transport respectively, they have grown up in the industry and the families have presided over the sector's great changes – war, nationalisation and de-nationalisation, to name but three seismic events.

In today's Internet age, change continues apace as proved during Trevor's 11 year tenure at the helm of Palletline where landmark investments, acquisitions, awards and increasing the network membership and its widening UK footprint have been the order of the day, not to mention a number of industry firsts including the first network to introduce tail-lift weight limits.

The highlights of Trevor's chairmanship have included the design of and move to a new central hub at Birmingham, but also the divestment of volume through introduction of the regional hub business model where Palletline has opened facilities in London, Scotland, Manchester, Leicester, Rugby and Swindon through which 45 per

cent of the total freight moves today. "Palletline has been wise to avoid the superhub model because this has helped prevent too much emphasis being placed upon the centre. This avoids huge debts through a strategy of managing the freight together between the centre and the members and goes to the core of keeping the money and the control with the network members to deliver real value," said the out-going chairman.

Trevor's business, CS Ellis, joined the Palletline network 24 years ago, one year after its formation. Today, the Palletline work accounts for 25 per cent of the Rutland-based company's turnover.

"I have spent more than a decade trying to keep Palletline focussed, working together and maintaining a cost-effective business model. "

He said: "Early on I recognised the benefits of the network model for national delivery and the collective approach. "I have spent more than a decade trying to keep Palletline focussed, working together and maintaining a cost-effective business model. We keep the members happy through giving service at great value. This model is designed to attract independent family type hauliers of high quality. This has been proved the right approach throughout the 25 years.

"The on-going Palletline challenge is to continue to work with members in business succession planning. Palletline now owns some of the depots' businesses and this has added further value and insight at headquarters as it helps the executive team to better recognise and understand the needs of the members on a day-to-day basis.

"Delivery of the ever more demanding customer requirements without breaking the business model of managing major customers and delivering local promises on a national basis relies upon hubs and depots constantly needing to understand each other - this is an on-going challenge that can only be resolved through good communication."

In terms of technology, Trevor argues that Palletline must continue to embrace change, but stay in control of the right technology to ensure that it delivers consistent results for the business. Technology, he says, is a great enabler in the quest to reduce costs, remain competitive and boost efficiency, all of which help to add value for customers and members.

So what is Trevor's parting view of the business whos chairmanship he is handing on?

"The industry will continue to consolidate – it's inevitable, but Palletline will stay strong and innovative. It doesn't need to chase pure volume likes others. We are in a strong position as we have good

"We are in a strong position as we have good quality members, customers and therefore freight."

quality members, customers and therefore freight. If anything, other carriers are trying to copy Palletline, although I don't believe it is vulnerable to takeover. Palletline is somewhat protected by its business model and therefore would be very hard to buy, so is likely to be protected from further consolidation effects.

"Logistics businesses have often failed when they merge or acquire similar size operations, and this is often down to failed IT integration and cultural differences. I believe Palletline can surge ahead when others lose sight of service during mergers or acquisitions. This is because Palletline members are entrepreneurial and look to create value in what they do. If anything, they will maintain and extend their competitive advantage."





Jim's Membership hopes

Pioneering will continue as a theme for Palletline under the stewardship of Jim Welch of Welch's Transport which joined the network in 2010.

Jim, who succeeded to the role of chairman at the beginning of July, offers his thoughts on the future as part of his first interview to Line Magazine.

So, how does Jim see his role as chairman?

"I want to bring a steadying hand to this important role. On one hand I want to make sure that the executive team are delivering on the agreed strategy moving forward, but on the other, I see myself communicating out to the membership to get the maximum co-operation so that everyone recognises that they have a voice. It is only by doing this that I can truly represent their interests."

What challenges lie ahead for Jim in the new role?

"My job is supporting the agreed strategy of the board and the membership and in that respect, the challenges are very similar to that of a managing director. We, as an executive, have to continue to keep a tight grip on costs, guarantee that every postcode area is covered and make sure we deliver the best service at the right prices, so that we remain competitive and profitable."

"I see my focus will be on commercial opportunities and ensuring members are in agreement and fully support our objectives, after all, this is what makes Palletline successful in the first place."

"I have inherited a healthy business thanks to Trevor's stewardship under which we have seen the growth of regional hubs; this was a key challenge at a time when the economy was falling apart. However, despite the recession years, Palletline came out well which was in part due to changes at the centre and the appointment of a new executive team."

Looking forward, Jim sees the key challenges for Palletline over the next decade as continuing to guarantee national coverage and maintaining the quality lineage of Palletline's new members.

"We need to get rid of sub contractors in the sector and build from within the network businesses and this means that will require additional members to split the territories and share the growth."

"There is no doubt that UK industry needs the pallet sector, but changes are inevitable over the next five years. The online home delivery market continues to grow, as does the just-in-time market. The changes could involve the pallet networks moving further into home delivery and we may be looking at the potential for Health and Safety regulation changes in order to deliver safely and efficiently where the challenge will be using the right kit and controlling pallet weights."

Jim believes that the consolidation may not go much further.

"I am not convinced consolidation, such as what has happened in the parcels industry, will happen. Our hubs work well currently, as do the networks, although there is no room for complacency. There are always the challenges of IT, for example."

What makes Palletline different in Jim's opinion?

Well, Jim shares the views of Trevor when it comes to the investment and profit lying with the membership which own the Palletline business, rather than money being sucked into the centre.

"The ownership model is what it is all about - everything spins off this. Palletline is not dominated by a few, there is a democratic model which means the business in its current make up is unlikely to be sold."

"The ownership model is why we joined after having previously been in a private company and subsequently a VC-owned business. The member-owned network is more profitable for members, is more stable and works to attract higher quality transport businesses. Palletline has some of the best known transport companies in the network which is part of the attraction to many customer businesses."

So what of the future in terms of market differentiation?

"In a crowded market, that is a \$64 million question. I do believe however that there is longevity in the member-owned model because of the associated quality of the service that is being delivered. The businesses involved invest in themselves and the Palletline business and this means a focus in areas such as safety records and training."

For Palletline the truth is simple: succession means success as the chairmanship baton moves from Trevor Ellis to Jim Welch as it did in the case of their progression in their own family businesses. From Blood line to Palletline, it is their name above the shop, so that continuity remains key as the centre flourishes as a result of the success of its constituent parts.

Q&A

with **Jeff Cahill**
Director of
BDT Transport

Q: Tell us a bit about the history of your business?

A: Starting with just two vans in 1995, BDT Transport has grown steadily to the 30 truck and 20 van operation it is today. I was previously a Director at a former Palletline member before pursuing my ultimate goal of owning my own company with fellow BDT Director, David Horne. BDT Transport is part of a group of companies which also includes a fulfilment company, a vehicle rental company with more than 160 vehicles and a forklift handling company.

Q: What do your customers value most about your business?

A: The largest part of our customer base is in the AV and computer sectors. Our customers value our 'can do' and 'no problem' approach to some of the most difficult deliveries which can be any time of the day or night. The majority of our rigid trucks are air-ride box vans with large cantilever tail-lifts for large AV screen and specialist deliveries.

Q: Were you previously part of another pallet network?

A: We started with pallet networks with UK Mail but saw their demise and joined the Palletforce network.

Q: Why is it beneficial for your business to be part of a pallet network?

A: We see the benefits of belonging to a pallet network being mostly that we are a 'one stop shop', meaning our customers don't have to deal with lots of different transport companies for the various distribution solutions that they require.

Q: What were the reasons behind your decision to join the Palletline network?

A: Having left Palletforce we continued to input into the system as a customer, which caused us complications especially when there was a damage



issue because we were the inputter on behalf of our customers. We then had to shake down through the available network options and Palletline seemed to have the best package to suit our requirements.

Q: Was the shareholding element of Palletline's model attractive and did it have an impact on your decision to join Palletline?

A: The shareholding element of the Palletline model works well as it ensures that the members have a greater duty of care, as their share price depends on the network's overall performance and that keeps everybody more focused.

Q: Has the transition to the Palletline network been a smooth one?

A: Starting in January 2017 as a service subcontractor we were able to assess the quality of the network without the large outlay and subsequently joined later this year after we had gained an overall impression.

Q: What do you see as Palletline's genuine USP over other pallet networks?

A: As we are new members it is a bit early to evaluate any USP's.

Q: What are you enjoying most about being a new member of the Palletline network?

A: The Palletline team in general are very friendly and most issues get resolved amicably.

Q: How do you believe this mutually beneficial business association will enable sustainable success for your business?

A: The pallet network side of our business is relatively small compared to the rest of our business. As we are now running 2 night trunks there is scope to grow this area by adding the capacity to deliver 45 more pallets a night into the network. As we reach out to more pallet shipping customers, we are uncovering new opportunities for our dedicated transport fleet and warehousing operation.

Q: Looking to the future, what are your aspirations for your business and your relationship with the Palletline network?

A: We hope that the future will bring an end to the poor selling rates between rival pallet networks that is hitting the industry very hard with pointless discounting. This ultimately will result in more transport company closures as some of the rates out there are completely unsustainable. Whilst competition is healthy, undercutting is not. We hope to move forward on the service level platform as opposed to price and if Palletline continue the good service we have enjoyed (and contributed to) then hopefully there will be casualties for the irresponsible discounters that will see a return to more healthy profit margins for the rest.



Q&A

with **Emma Lindsley**
Managing Director of
F&G Transport



Q: Tell us a bit about the history of your business?

A: F&G Transport was founded in 2004 by Martin Fallows and Graham Geall; both had been working in transport providing services to the local council and small businesses in the area. From humble origins, initially operating out of a barn, the business began to grow and soon outgrew its site. F&G decided to expand and invested in a small 3,500 sq.ft. of office and warehouse space and began offering its customers storage services complement the general haulage side of the business. In a few short years, F&G continued to grow and expand both in transport and warehousing but in 2008 when recession hit, the knock-on effect meant that the business had to downsize in order to sustain itself. F&G weathered the storm and made the decision to change the business strategy in order to future proof itself. Today, F&G Transport manages 3 sites, with over 40,000 sq.ft. of warehousing space and manage a fleet of 21 vehicles.

Q: What do your customers value most about your business?

A: Our customers value our willingness to understand their business and provide the services they need, when they need it. 'Going the extra mile' is exactly what we do. F&G are agile enough to meet the demands of our customers quickly and effectively and we are collaborative enough to work with them in achieving their objectives.

Q: Were you previously part of another pallet network?

A: F&G Transport's first experience was with UPN, one of the smaller pallet networks which allowed us the time to fully understand and incorporate the processes required to be successful in the sector.

Q: Why is it beneficial for your business to be part of a pallet network?

A: Pallet networks have allowed us to change the business strategy and drive growth in the transport industry. Our business has and continues to evolve into a more modern, structured and professional environment that in turn has benefited the business through its customer base and the services we offer.

Q: What were the reasons behind your decision to join the Palletline network?

A: Joining Palletline has provided us the growth that F&G were looking for.

Q: Was the shareholding element of Palletline's model attractive and did it have an impact on your decision to join Palletline?

A: The shareholding element of Palletline's model was interesting to us, we believe that investments both professional and financial across the membership promote a team ethic; supporting the day to day issues and problems that all of us have faced and will face at some time.

Q: Has the transition to the Palletline network been a smooth one?

A: Any new venture has a period of 'bedding in', if we said it had been smooth would anyone believe it? We continue to learn the Palletline procedures and processes and adapt accordingly. We do not live in a perfect world, it would be a very boring place. Joining Palletline is a big learning curve for us, one we relish.

Q: What do you see as Palletline's genuine USP over other pallet networks?

A: Palletlines USP is singularly the shareholding model, it will allow

the business to be agile in a competitive market.

Q: What are you enjoying most about being a new member of the Palletline network?

A: We are enjoying learning how Palletline works and learning about the members.

Q: How do you believe this mutually beneficial business association will enable sustainable success for your business?

A: The ethos of F&G is to provide its customers with superior service, the association with Palletline reinforces that ethos. Palletline continues to see growth both in its membership and volumes and we believe that Palletline is the right network to provide the foundations of sustainability whilst our customer commitment to service will ensure our success.

Q: Looking to the future, what are your aspirations for your business and your relationship with the Palletline network?

A: Our aspirations for the future for F&G and our relationship with Palletline are to be the best at what we do, for us that means we build a robust, skilled team that works pro-actively to ensure the day to day operations are a smooth process. This takes time and is not without the odd curve-ball along the way, so we must remain agile enough to adapt to the needs of our customers and the membership.

F&G Transport
Going the extra mile

Q&A

with **Matt Baldry**
Transport Manager of
H E Baldry (Haulage) Ltd



Q: Tell us a bit about the history of your business?

A: The company was originally founded in 1938 by my Great Grandfather and was named HG Baldry Livestock Transport. All types of livestock were transported all over the local area to markets, abattoirs or gymkhanas. This carried on for years until the foot and mouth epidemic of the 1960's hit. From that point we started to get involved in general haulage/groupage work, working for companies such as Geest, GlaxoSmithkline, and most of the local industry delivering their goods all over the UK/Europe. Pallet systems had been developing for approximately 3 to 4 years before we joined Palletways, and the rest as they say is history!

Q: What do your customers value most about your business?

A: Being a family run business, we do tend to try to keep in touch with our customers as often as we can so that we keep the personal touch. We still have customers using our services who have been with us 20-30 years, because we have serviced the RH postcode and surrounding area for so long, we can offer regular, timed collections/deliveries which obviously makes life easier for the customer to manage their daily routine.

Q: Were you previously part of another pallet network?

A: We were previously under a 10-year contract with Palletways, and our sister company BDL Ltd is contracted to Fortec Ltd, but we have also done the occasional caretaking for other networks.

Q: Why is it beneficial for your business to be part of a pallet network?

A: I believe that it is essential for transport companies to be part of a pallet network because the nature

of the pallet business has changed enormously since the days of general haulage, where drivers would travel across the country all week long delivering their freight. Now, unless we are able to send goods next day or a specified time the customer will go elsewhere, everybody wants their goods delivered 'yesterday'.

Q: What were the reasons behind your decision to join the Palletline network?

A: We were coming to the end of our contract with Palletways, and we were being approached by several of the other networks, but I think that the deciding factor was that we would become a shareholder of Palletline, and hopefully we will be able to put our opinions across and get involved in the network going forward. The fact that you were offering our local area also made a big difference to our decision.

Q: Was the shareholding element of Palletline's model attractive and did it have an impact on your decision to join Palletline?

A: Yes!

Q: Has the transition to the Palletline network been a smooth one?

A: Overall, we have been very lucky that the changeover has gone so smoothly, in fact some of our customers who we had informed that we were changing, had not noticed that it had already happened.

Q: What do you see as Palletline's genuine USP over other pallet networks?

A: It's early days yet but will let you know.

Q: What are you enjoying most about being a new member of the Palletline network?

A: The most noticeable difference we have found is that the conversation between ourselves and the Palletline team is on a much friendlier basis than we are used to. We have found that we are listened to, rather than dictated to.

Q: How do you believe this mutually beneficial business association will enable sustainable success for your business?

A: The smooth and professional running of the network and hub allows us as a transport company to offer our customers a better, hassle free service.

Q: Looking to the future, what are your aspirations for your business and your relationship with the Palletline network?

A: It is our intention to work hard to expand the business both through the network and the general haulage side of the company. We hope to have a long and prosperous future with Palletline and will endeavour to represent the network wholeheartedly.

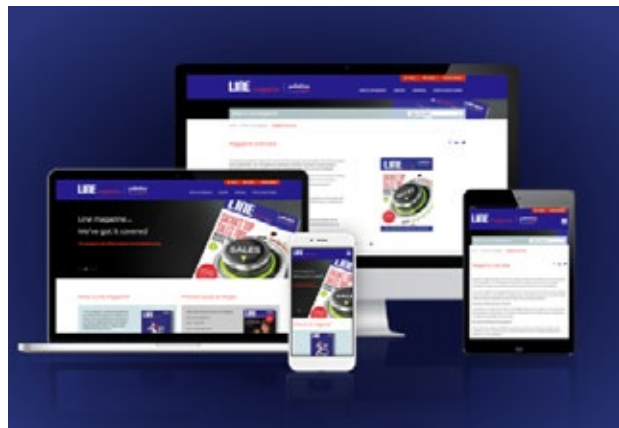
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Delivering Something New

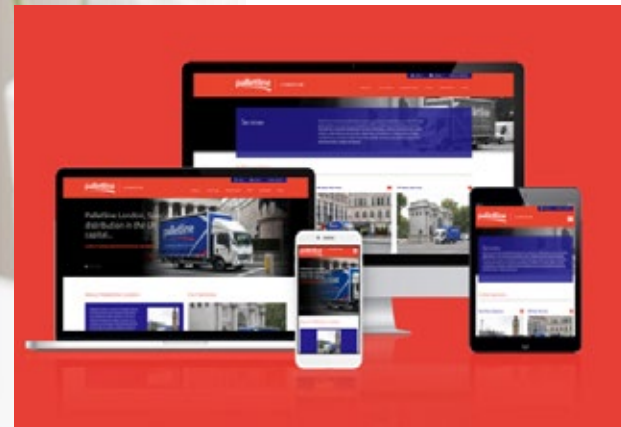
Introducing the all new Palletline microsities – Palletline London and Line Magazine

As a business it was important for us to have dedicated sites for both Palletline London and The Line Magazine and what better way to do this than opt for responsive microsities. The microsities are separate websites from our main site (www.palletline.com), that deliver focused and relevant content to the specific market niches.

The all new Line Magazine site is a great introduction to the Line Magazine, as it allows readers to read and view all of the latest issues electronically, subscribe to receive a free copy of the latest issue and contact the talented team behind the magazine for more information. The user-friendly site is extremely easy to navigate, particularly ideal for current and future advertisers, as all the information they need is at their fingertips. Within the advertising section, advertisers can request a quote, submit an advert, view advertisers' testimonials and download the Line Magazine media pack, all at the click of a button. The new site enhances the readers experience of Line Magazine and is another way of broadening the scope of communication to our customers in a modern streamlined way.



Take a look now at www.linemagazine.com



Take a look now at www.palletlinelondon.com

The dedicated site for Palletline London enhances the customer experience as the usability of the new site is receptive and easy to use on all devices (desktop/mobile/tablet), ideal for customers on the move. The site covers everything there is to know about Palletline London, from the team that make it all happen, all the latest news and award wins to career opportunities. By using the site customers in London can learn more about the specific services that Palletline London can offer them, find answers to the frequently asked questions, read testimonials from existing customers and even take a look at the journey their pallet will take with Palletline London. This all-encompassing site dedicated to our London offering aims to improve the customer journey.

TOPDRIVE

David Inglewood gives us a glimpse of the future in this issue's motoring round-up.



Pilot the future

The Audi A8 has long been one of the most technologically advanced cars on the road – and the new model, set to be launched next year, will be no different.

The new luxury saloon will be the first production car in the world to have been developed for highly automated driving. From 2018, Audi will gradually be taking piloted driving functions such as parking pilot, garage pilot and traffic jam pilot into production. These will essentially allow the car to drive itself under certain circumstances.

Outside, the A8 has a brand new look and will set the benchmark for a new design era for the entire brand. The new A8 will debut with two extensively re-engineered V6 turbo engines – a 3.0-litre TDI and 3.0-litre TFSI. These engines, and subsequent ones, will all feature mild hybrid technology.



All-wheel Alfa

The Audi A8 has long been one of the most technologically advanced cars on the road – and the new model, set to be launched next year, will be no different.

The Stelvio, available now, features two engines – a 2.2-litre 210hp diesel and 2.0-litre 280hp petrol, both with all-wheel drive. Rear wheel drive options will also be available at a later date.

Four trim levels offer plenty of choice – Stelvio, Super, Speciale and the

limited production Milano Edizione. All build on standard specifications of 17-inch alloy wheels, LED rear lights, dual-zone climate control, Alfa D.N.A. rotary driving mode selector and a UConnect 8.8-inch display infotainment system. Like all Alfas it's a looker too.



Fast learner

We've already seen a new Hyundai i30 and Tourer this year; 2018 will the range swell further with the addition of the i30 Fastback, a sporty five-door coupe.

"The i30 Fastback is a real game-changer," explains Thomas Bürkle, chief designer at Hyundai Design Centre Europe. "We are the first volume brand to enter the compact segment with a stylish and sophisticated five-door coupe."

Initially, customers will be able to choose from a 1.4 T-GDI turbocharged four-cylinder engine with 140PS or 1.0 T-GDI turbocharged three-cylinder engine with 120PS. All come with the Integrated Stop and Go (ISG) system for increased efficiency.

Inside, the i30 Fastback will have an optional eight-inch touchscreen which will include state-of-the-art connectivity features such as Apple CarPlay and Android Auto.



SPORTING:

The M5 'Competition Edition' BMW pulls out all the stops for its latest M5.

To celebrate the production life of the F10 generation M5, BMW has created what could be the last M5 powered by the 4.4-litre V8 engine.

Named the Competition Edition, there'll be a limited run of just 200 cars with a price tag of £100,995.

That may seem quite a steep price for what's essentially a family saloon, but you get pretty much everything thrown into the mix options-wise, including the M Competition Package which makes the car an altogether much more sporting proposition.

Maximum power has been raised to 600hp from 560hp with a torque figure of 516lb ft.

Other differentiators include carbon fibre exterior parts, jet black alloy wheels and kidney grill, and full black merino leather upholstery with unique '1/200' engraving.

I Spi-der new Ferrari!

Ladies and gentlemen, may I present the world's worst kept secret: the LaFerrari Spider.

Many people would describe this as the 'ultimate driving machine', mainly because of its rear-wheel drive platform, looks only a supermodel could achieve and soundtrack loud enough to wake the gods courtesy of the howling 950hp 6.3-litre naturally-aspirated V12 hybrid petrol powertrain that lies beneath.



As you'll have probably guessed, the LaFerrari Spider is a convertible version of the LaFerrari Coupe. There's a choice of choosing either a removable carbon-fibre hard top or a removable soft-top.

Unfortunately, all examples of the Spider have been sold, but don't fret; you can still buy the Coupe model on the used market for as little as £2.5million!

Makeover Marks Anniversary

The Jeep Wrangler 75th anniversary edition

To celebrate the 75th anniversary of the Jeep Wrangler, Jeep has created a – you've guessed it – a 75th Anniversary limited edition Wrangler.

Based on the Overland Wrangler, it comes with unique exterior and interior cues to differentiate it from the rest of the range. Exterior features include a bronze-finished front grille and 18-inch alloy wheels, body-coloured dual top, Mopar slush mats, unique bronze and orange Jeep badging, and a dedicated 75th anniversary badge.

Interior differentiators include '1941' embossed heated leather seats, bronze accents on air vents and grab handles, satnav with an Alpine premium sound system and deep-tinted sunscreen glass.

Prices start from £34,765.



May the fourth be with you...



This fourth generation of the Clio, first introduced into the market back in 2012, is most certainly one of the best looking cars in the supermini segment. Its swooping curves and charming looks make it undeniably French.

Now, Renault has decided to give the Clio a mid-life refresh with a subtle exterior face-lift with redesigned bumpers and a new full LED front light signature, as well as upgrading the Clio's interior with better quality materials, all with the aim of making it a much more grown-up proposition.

There's a new 1.5-litre dCi diesel engine, which produces 110hp and 192lb ft of torque, mated to a six speed manual gearbox, and the TCe 120 petrol engine is also now available with a six speed manual.

ROCK OF AGES

The delivery of bespoke garden craftwork to market – whatever the weather

There are few outdoor businesses that would not have been unnerved by the likes of recent storms Ophelia and Brian as they rained down and lashed parts of the UK. There would be even fewer companies whose products are not only weatherproof, but actually appreciate in value as they are continually exposed to the elements. But one such company stands out - come rain or shine - because of the reputation it has carved out for itself.

Chilstone, the makers of fine cast stone, whose historic ornaments adorn swathes of manicured and landscaped gardens including Hever Castle, Kensington Palace and Kew Gardens, creates bespoke outdoor architectural pieces. These range from fountains, porticos for luxury new houses to garden sculptures and even temples in which to stage wedding ceremonies.

In fact these outdoor masterpieces are often deliberately distressed to look like they are locked in constant battle with Mother Nature.

Each and every Chilstone ornament is handmade from reconstituted stone by a special process developed over the company's 64-year history to ensure a finished texture virtually indistinguishable from that of natural stone. Its composition encourages the spontaneous growth of mosses and lichens, which rapidly give it the appearance that it has always been there so that nature takes its course and it blends harmoniously into its surroundings and increases its value.

Several Chilstone pieces have been sold at Sotheby's for many times their retail value, thus converting it from a practical and eye-pleasing feature into an excellent investment.

Founded in 1953 in Buckinghamshire, the company which has a long history of award winning designs including five gold stars at the 2017 Chelsea Flower Show, moved to Sprivers, a National Trust property in 1976 before moving to Langton Green nestling in 35 acres of show gardens and woodlands near Tunbridge Wells in Kent in 1996. The beautiful setting is also the company's extensive outdoor showroom, workshop and sculpture trail, all of which is open to the public.

Famous for fountains and sculptures, Chilstone thrives on bespoke commissions including two heraldic lions to be used at the entrance gates of a hotel as well as designs for new architectural projects.

Many of its pieces adorn the estates of the gentry, royalty and overseas patrons including a Kew Fountain

commissioned by the Metaxa family who are the custodians of the Greek brandy empire.

Chilstone has thousands of customers all over the world and its ornaments are extensively displayed in many famous locations including Kew Gardens in London, The Laskett Gardens in Herefordshire, Simonstown in Eire, The Longleat Estate near Bath, Barakura Gardens in Tokyo and Hammenhog in Sweden.

Exports travel worldwide including to the USA, Canada, Japan, Mexico, New Zealand, Asia, Dubai and throughout Europe.



Chilstone is therefore very selective about who carries its products to market and over many years it has forged a close relationship with S&S Distribution of Kent, a wholly-owned subsidiary of Palletline.

Creating the pieces is one endeavour, but shipping and exporting is another requirement to ensure that they arrive in the same condition they left Chilstone in.

"We have S&S Distribution vehicles here most days of the week. In fact, we only use Palletline and S&S because of the nature of the products that we produce," said Steve Clark, general manager at Chilstone.

"Our products are both heavy and delicate at the same time and we need to have confidence that they are going to get from door to door in one piece. The relationship that Jill

Jarrett and Claire Hamblin who work in our customer service department at Chilstone have developed with S&S is excellent. We have a high quality product and they provide a high quality distribution service to match.

"The S&S team - Tara Green, Stuart MacDonald and Emma Archer - are so helpful that when it comes to delivering thousands of pallets on our behalf, we can simply let them get on with it. Nothing phases them, which is good because they have to handle some very unusual consignments including a large bronze hippo and a seven-metre tall free-standing Portico which was an exact replica of one from a 300-year-old French church."

Specialist handling is therefore paramount, particularly when the consignments can weigh up to several tonnes and have to be lowered into difficult to reach locations in remote corners of acres of grounds or overlooking terraced gardens.

Richard Ball, managing director of S&S Distribution said: "We have worked with Chilstone for the last eight years and have developed a great working relationship with their team. They care about excellence and our customer care team has developed an ethos that differentiates us from other providers in the market.

"This is important because the south-east is a tough market so you need to stand out to secure business. "It is simply not good enough to be the cheapest when you are dealing with high value pieces of art like Chilstone,

it is about care and communication so that if there are ever problems, we are always able to deal with any issues, which is something we pride ourselves on.

"As well as their CPC, all of our drivers have undergone customer care training as well as an extra module because of the specialist cargo that they are carrying," he added.

Chilstone products are being designed, created, crafted and delivered all over the world with S&S Distribution playing a major part in the final mile of that journey, although it will be Mother Nature who will ultimately shape the look of the stone work wherever it comes to rest - come wind, rain or shine.



WINNING BLEND



It's not only whiskey and history that is the attraction in this part of Ireland – the golf is pretty spectacular too.

Hands up who thought the Irish Whiskey Tullamore Dew was named after an unusual dewy deposit unique to the Irish town of Tullamore?

Well I did, but I was proved to be to completely wrong as I discovered during a special tasting of the whiskey hosted by the bar manager of our hotel. The Dew element in the name apparently comes from the initials of the man who made the brand what it is today, Daniel E. Williams.

Daniel worked his way through the ranks of the whiskey company, becoming general manager, then owner in 1887. He pioneered the special three-stage distillation process that created five distinctive

brands of Tullamore Dew whiskey, which are so popular today.

The great news for the town of Tullamore, in Ireland's midlands region, is that the distillation process is soon to be returned to the town, having for many years been based in Cork where the current owners, Irish Brands, also produce the most popular Irish whiskey, Jamesons.

Apparently not many Irish folk drink a drop of the "good stuff" but there is a huge export market abroad, especially in the USA. Now Irish Brands hopes to capitalise on these markets, especially The Far East, by enhancing Tullamore Dew's separate identity by having it distilled in its home town.

When this happens later in the year, no doubt visitors to the town's visitor centre will increase. At 25 euros, a trip round the Old Bonded Warehouse represents excellent value. A highly informative guided tour is rounded off with a special customised whiskey tasting session.

But it's not only the whiskey and its history that is an attraction in the region. The area's golf courses are a good enough reason alone to make the journey to Offaly in the mid part of Southern Ireland.

Tullamore itself boasts a wonderful mature parkland championship course, recently selected as one of Ireland's top 25 parkland courses. It was designed in 1926 by the esteemed course architect James Braid and has hosted major amateur and professional events over the years including the All-Ireland Cups and Shields Finals in 2009.

From the sturdy, traditional club house to the sweeping lush fairways there is a sense of deep history about Tullamore golf club and the members are rightly proud of their well-established, fair and picturesque course.

It is not unduly long but does require accuracy as the first cut of rough is mighty deceptive. Short and innocuous looking, the grass is actually soft, damp and grips the ball hard! If you're beyond the first cut then it's reload time as the tall, imposing trees lining the fairways are dense and unforgiving.

The club is proud of having the "cheapest rates in the Midlands" with green fees ranging from 30 to 38 euros a round. Cheaper rates are offered for groups and in winter.

Another great deal available in the area is the "Tullamore Golf Triangle" package which allows you to play Tullamore, Esker Hills and Castle Barna for the princely sum of 70 euros – see www.tullamoregolftriangle.ie.

Dunmurrysprings course in Kildare is also within striking distance of Tullamore and also easily accessible from Dublin. It's a more modern course built out of the swirling contours of farmland in 2005. It utilises natural springs and grasses to provide



The courses at Castle Barna (below left), Tullamore (below right) and Esker Hills (above) form part of the 'Tullamore golf triangle' – you can play all three courses for 70 euros



a really interesting round of golf and some spectacular views of Ireland.

The holes are unusual and you're never quite sure what's round the corner in terms of design, none more so than the 6th where you have to decide whether to cut the corner by going over a wall and scrubland for your second shot. Regardless of your risk and reward strategy, the view from the green is spectacular and worth the climb up the hill.

It's a good time to be playing golf in Ireland with substantially lower green fees than at the height of the Celtic Tiger boom years when the big new arena courses, such as The Heritage, flourished then crashed. This is reflected at Dunmurrysprings where a round can be had for anything between 25 and 40 euros: great value for money.

It's also a good base to explore other attractions, largely equine with The Curragh and Punchestown racecourses nearby in addition to The National Stud.

Another course with spectacular views and closer to Dublin is Dun Laoghaire in the Ballyman Glen, which is a verdant valley nestling between the counties of Dublin and Wicklow and dwarfed by the famous Sugar Loaf mountain.

Everything about this course is on the grand scale, whether it be the imposing clubhouse, effusive

welcome, panoramic views, state of the art golf academy and magical combination of a 27-hole championship course.

The fairways are wide to encourage aggressive driving but danger lurks either side with very deep rough and occasional woods and water waiting to claim any misplaced ball. Again great value green fees apply with a round ranging from 20 to 40 euros – not bad for a course which is to stage the 2016 Curtis Cup match between Great Britain & Ireland and the USA! It seems that most courses in Ireland are now offering special deals on green fees which is yet another incentive to make the short trip.

Our party stayed at the Tullamore Court Hotel which proved an ideal venue from which to explore the delights of middle Ireland. For all information on Irish holidays, including golf breaks, take a look at Tourism Ireland's website: www.ireland.com.

I travelled to Dublin from Holyhead on Irish Ferries' flagship, Ulysses, which at almost 51 tonnes is the largest ship on the Irish Sea. Irish Ferries now has four ships sailing between the UK and Ireland with the new ferry Epsilon on the Holyhead to Dublin route increasing the choice of departure times ensuring that there are up to six sailings a day in each direction. Rates start at £79 each way for a car and driver with no extra charges for golf clubs or luggage.

The services are designed to offer a reliable and cost-effective delivery. Through the successful combination of smart technology, industry innovation and quality checks to add value to any business. Regardless of whether it's single pallets or large consignments, London have a range of services available to ensure palletised goods are delivered safely, reliably and quickly.

To a reputable transport company like Palletline London, emissions is an extremely important area. Therefore, the Palletline London fleet of 7.5T, 12T, 18T and 44T vehicles run on the latest Euro 6 diesel engines for lower emissions introduced on all new registrations from September 2015. The permitted level of NOx has been slashed from 0.18g/km in the Euro 5 engine to 0.08g/km.

"Palletline is a cost effective and reliable solution to our increased logistical needs. It was vital we had a network that is flexible and has good two-way communication."

Interestingly, the strangest pallet processed to date was a brand-new Harley Davison Chopper!





RETURN TO THE PALLETLINE NETWORK



Palletline announces the return of I J McGill Transport to the network

Founded in 1979 **I J McGill Transport** have been members of several pallet networks over the years, and in addition to the main site in Keynsham, McGill's operate sites in Plymouth, Manchester and High Wycombe, the latter of which has also started to input pallets into Palletline. Plans are also underway to open another site in Birmingham later this year and to therefore relocate the main business to a 16-acre facility adjacent to the existing site, which will then be further developed for additional warehousing and storage.

Ian McGill commented - "with 38 years' experience in the logistics sector it was critical that we took stock of our previous experience as part of a network model and make

the right decision to guarantee our company's future growth as well as ensure we continue to deliver excellent service to our customers, now in conjunction with our Palletline colleagues".

Graham Leitch, Managing Director, Palletline plc added - "We were very open to the idea of McGill's Transport returning to the Palletline family, and are confident that, just as when they were previously a member, they will continue to deliver great service to our mutual colleagues and customers alike. Furthermore, with McGill's return to Palletline, it again proves further testament to the enduring strength of our wholly owned member network, which now makes us unique in the UK".



"McGill's return to Palletline proves further testament to the enduring strength of our wholly owned member network, which now makes us unique in the UK".

Graham Leitch
Managing Director of Palletline PLC

SHED LOAD OF CHOICE

Take your personal space into the great outdoors, says **Carol Mathison**

Study, den, man cave... whatever you choose to call it, it seems men have always needed a room of their own to hide away from the hustle and bustle of the house.

But in recent years, a new breed of man cave has emerged. An increasingly number of men (and women) are opting for outdoor rooms or sheds.

Gone are the days when a shed only contained rusty garden furniture and cobwebs.

Thanks to TV shows such as Shed of the Year and George Clarke's Amazing Spaces, a new generation have discovered its endless possibilities. Even David Cameron recently unveiled his luxury £25,000 shepherd hut.

So, whether you need a space to pursue a hobby or to simply indulge in some quiet time, here is our round up of some of the best types of 'man sheds' around.



The Scandinavian Sauna

Sheds are usually associated with summer, but why not create a space you can enjoy all year round? Take a leaf out of our Scandinavian neighbours with an outdoor sauna.

Go for the traditional Finnish cabin, with wooden walls for privacy or a modern cube with huge glass windows to take in the gorgeous view of your garden in snow or shine.

If you are looking to create your very own spa, the Yorkshire Garden Structures website at yorkshiregardenstructures.co.uk to find out how.



The Hobbit House

If you want a building that forms part of the landscape, a hobbit-style hut is a great option.

As those familiar with The Lord of the Rings series will know, a typical characteristic of the hobbit house is a dome shape and a turf roof. With just the door visible, it's the perfect hideout for the most escapist homeowner.

Those of us not lucky enough to have a hillside or the space to create one, you can save space with a flat-roofed wooden shed with bedding plants on top. See how JB Landscapes got around this by visiting, jblandscapesltd.com/green-roofs.



The Garden Office

Many of us have office spaces in our homes, but how much nicer would it be if we were closer to nature in the process?

With big glass doors that can be fully opened up to invite the outdoors indoors, working from home would be much more appealing with one of these.

Choose a simple structure or a den with added decking. Garden offices by Future Rooms start at £6,600 for The Solo and from £11,000 for a Commercial build. Visit futererooms.co.uk to find out more.

The Backyard Bar

With summer upon us, it's a great time to invite friends and neighbours round for a garden party. And what better way to impress your guests than with a backyard bar?

Opt for a shed-turned-bar with a hatch to serve guests through or create a beach theme by choosing a thatched roofed tiki bar with seating all the way round. Small and simple shed bars start from as little as £165 on eBay and go all the way up to elaborate structures at £3,870.

Visit eBay or go to Nottingham-based Internet Gardener website at internetgardener.co.uk for more inspiration.



The Gypsy Caravan

Traditional and compact, these sheds on wheels usually take the form of a horse trailer or an old fashioned, gypsy-style caravan. Add a log fire and you've got the perfect home away from home.

Cameron's shepherd hut comes under this category, but you don't need to spend a fortune. Most start from £3,000, whilst a bespoke caravan from The Yorkshire Hut Company starts at £10,000. For more inspiration visit, theyorkshirehutcompany.com.

25 years of innovative, reliable distribution – we've got it covered!

Delivering to over 29 European countries
from over 89 locations throughout the UK

3.5 Million pallets per year

Damage rate of just **0.01%**

77 Members

89 Locations

12,334 Staff

6,017 Vehicles

Palletline Plc is innovative, reliable, economical and sustainable, delivering industry leading services levels, reducing road miles and optimising load efficiency.

We have designed our services to meet the needs of our customers

Palletised Distribution in Operation - How does it all work?

Each member collects freight from their customers and identifies any freight for delivery outside of their local area. They then scan each pallet and trunk all of their network freight to one of our hubs. There each pallet is quality checked, scanned, unloaded and sorted into delivery areas.

Each member then collects pallet network freight which is for delivery in their local area - so effectively they simply exchange freight - and the pallets are scanned and quality checked again before leaving our site.

It all happens overnight. Simple yet very effective.

Freight is then taken back to the local delivery depot, scanned and checked then sorted into delivery areas, making sure that requests for timed deliveries or specific delivery needs are noted.

Deliveries are made, digital proof of deliveries uploaded and you, our customer, can see the delivery information online within moments.

CELEBRATING OUR



ANNIVERSARY

palletline
Delivering Network Advantage

COMPETITION TIME

GUESS THE NUMBER?

Like most of us we've heard the plight of those rare breeds of animal, some cute, some not so cute. Many of them live in far-flung places around the world but how often do we hear of, or even think of those breeds that belong to these shores? Surely we don't have so many endangered breeds here, or do we?

Well according to the Rare Breeds Survival Trust, we do in fact have many who need our help, and they cover a wide range of species.

For this issue of Line Magazine, we're going to look at our native horse breeds, some of which you might find surprising are on the endangered list. So here they are and the approximate number left in Great Britain.

Compare our list to the Giant Panda, who we would all consider a rare species, well there are estimated to currently be 1,864 Giant Pandas in the wild.

Now for our competition question...

Can you guess how many Suffolk Horse breeding mares are left in the UK?

A. 1,000

B. 5

C. 221

D. 75

Please email your answer to linemagazine@palletline.com and on the winner's behalf we will donate £150 to the **Rare Breeds Survival Trust**. For more information on their work please go to www.rbst.org.uk.

The winner will be notified no later than 31st January 2018

Please note: *Terms and conditions will apply. The judges' decision is final. No correspondence will be entered into. The winners identity will be made available upon request.

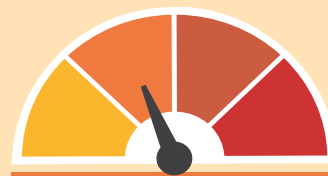


STATISTICS



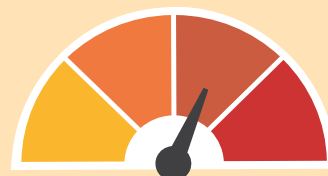
AT RISK - 900 TO 1500

New Forest Pony
Shire Horse



ENDANGERED - 300 TO 500

Clydesdale
Fell Pony
Highland Pony



VULNERABLE - 500 TO 900

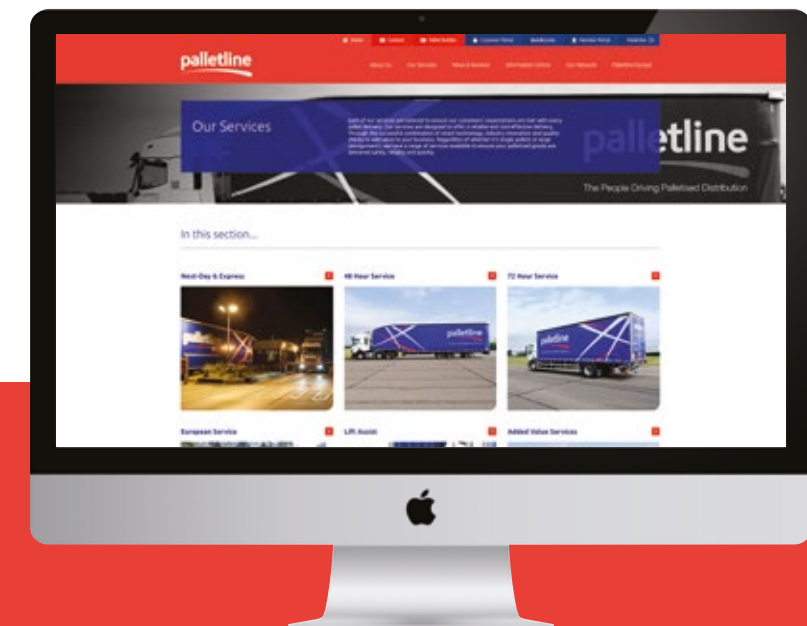
Dartmoor Pony
Exmoor Pony



CRITICAL - LESS THAN 300

Cleveland Bay Horse
Dales Pony
Eriskay
Hackney Horse and Pony
Suffolk Horse

You've seen our **new website...**
Now we want to **see yours...**



The new Palletline website has now been live for a number of weeks and we are so impressed with the new website, that we want our members to have the same opportunity regardless of budget. We have discussed with the creative agency, **Verto London**, who worked on our new website and we are pleased to announce that they have created special packages for you our members to improve your web presence/performance. Verto are vastly experienced having been in the industry for 15 years, they are a 50-strong team of; designers, developers, digital marketing specialists who worked on our website and are on hand to provide all your marketing requirements.

Verto have put together discounted packages with different levels of functionality with the aim to provide all members with a new web solution that will meet your requirements and fit within all budgets. The main benefits are; you will receive a bespoke built website that is future proofed to be flexible as business requirements adapt, reduced design and development cost & timescales from that of a normal bespoke built project, all provided by a creative agency with a wealth of knowledge and experience within our industry who will manage the process from start to finish as well as ongoing support.

OUTLINED WEB & ONGOING DIGITAL MANAGEMENT PACKAGES

| Web Packages | | | With email marketing system |
|--------------|----------|---|-----------------------------|
| Bronze | £7,000 | Web (5 template pages), CMS, Responsive | extra £2,000 |
| Silver | £9,000 | Web (10 template pages), CMS, Responsive | extra £1,750 |
| Gold | £13,000 | Web (10 template pages), CMS, Responsive, In-build SEO and E-commerce | extra £1,500 |
| Platinum | £14,000+ | Completely bespoke website package | extra £1,000 |

| SEO (monthly) | | Social Media (monthly) | | SEO & Social Media (monthly) | |
|---------------|--------|------------------------|--------|------------------------------|--------|
| Bronze | £1,000 | Bronze | £1,300 | Bronze | £1,900 |
| Silver | £1,300 | Silver | £1,800 | Silver | £2,600 |
| Gold | £1,800 | Gold | £2,300 | Gold | £3,400 |

If this is something that you are interested in discussing further, make contact with Dan Brockwell; dan@vertolondon.com / 07780 111 227.

Do not delay, unlock the full potential of your website and digital marketing channels.

verto

Q&A

with **Matt Garland**
General Manager of
Palletline London

Q: Before joining Palletline London had you previously worked in the transport and logistics sector?

A: Yes, I've been around supply chain and logistics most of my career. The variety of roles I've held both operational, commercial and also on the buyer's side have given me a good all-round understanding from all perspectives, which has been invaluable here at P10.

Q: Would you say the industry has changed over the years?

A: I need to be careful here as I have a huge amount of respect for the great haulage companies in our network. As a bit of a technology freak though, I don't think the Industry as a whole has changed as much as I'd have expected in the last 5-10 years, there are still far too many bits of paper and lengthy admin processes that need to be streamlined. I am though excited to see some huge strides currently being undertaken with our systems such as dashboards and more accurate reporting and visibility to customers. In fairness to our industry, whilst most other verticals have had ERP systems for years the varied make up of member's customers means these systems haven't been as suitable for our sector. That has left a lot of different systems, WMS's, TMS's, CRM's and network systems with very few successfully connecting or integrating with each other.

Q: What made you want to join Palletline London?

A: Our MD Graham made me, only joking! I love a challenge and the opportunity to implement my ideas on how a business should run. London is such an important and challenging area to our network and I knew the experience and lessons would make me a better and more rounded professional.

Q: Describe a typical working day as General Manager of Palletline London?

A: There really isn't a typical day and that's one of the things I love most about the role. I do though have a structure of daily, weekly and monthly tasks to ensure all the important things are looked at. Every Monday myself and the Department Managers here sit down to discuss the previous week and commit to what needs improving over the coming week. We will also typically have 2-3 projects on the go and I take quite a hands-on role in these projects. The main one currently is looking at automating our route planning to maximise our fleet utilisation and improve on capacity for our ever-growing customer bases collections. I also manage our key customer accounts and attend quarterly review meetings with them. First and last thing I do every day though is the numbers - checking how many pallets we have, how many trucks are delivering them and how successful we were.

Q: What date on the business calendar do you most look forward to?

A: Our members meetings and the annual awards. I have a huge amount of respect for our members, many of them are leading 3PL's and very successful in their own right. They are also a fantastic source of good ideas to plagiarise. Therefore, networking and spending time with them is always worthwhile (and frequently fun), and

I always come away with something I can use here in London.

Q: What do you enjoy most about working for Palletline London?

A: The people, I often see this question answered like this and think its corny or a cop out stock answer. I genuinely mean it though, I'm quite an outgoing person and thoroughly enjoy meeting new people, especially interesting, charismatic and knowledgeable ones and our network has an abundance of these. I spent my first few months in the business visiting our members and was made to feel very welcome. To be able to sit and chat with industry wide respected hauliers, has taught me a huge amount and a lot of the improvements we have made here in London are largely down to taking their advice on board and applying it. I'm also very proud of the team we have built here in London, the team was relatively inexperienced 3 years ago but all shared the key things I look for, they are good people, easy to get on with and care about what they do - training can take care of everything else.

Q: How does operating in London differ from operating in the rest of the UK?

A: It's easy to say traffic and congestion but to be fair other members in major conurbations have that same issue. For me, the main challenge is we are delivering to areas that are predominantly consumers, certainly in the City itself which makes achieving

trunk balance tough. We also have the world's leading and most prolific traffic wardens! The lack of loading bays and restrictions means we are in the crazy situation of having to choose between breaking the law or not delivering freight in some areas. We have six boroughs all with different parking rules and restrictions, I won't bore you further, I continue to talk with TFL (Transport for London) to ensure our views are heard.

Q: What challenges do London operators face?

A: In addition to the above, its costs. Commercial premises in our area are currently going for around £14 per sq. ft. in comparison to, for example, Manchester at £6 per sq. ft., that's a lot of additional overhead, then add in that average salaries across the UK are £27,531 and in London £48,023. There is a reason there aren't many large and profitable hauliers operating inside the M25.

Q: What are the advantages of operating in London?

A: I'm never stuck for somewhere good to take a customer or member out to!

Q: What does it take to be a successful operator in London?

A: I'll let you know when I become one!

Q: What do your customers admire most about Palletline London?

A: Our flexibility. We made a conscious decision to lose low volume customers on the edges of our area and

concentrate on building daily volume trading customers within 5 miles of our depot. This means we have more time for them and can be more flexible when they need collections after the cut off times which other networks they have used have in place. With us 'owning' our local area we always have our entire fleet coming back to ensure capacity and the ability to cope with spikes. From running the key accounts, I also know that customers speak highly of Jade (Customer Service Manager) and Chandra's (Transport Manager) team's friendliness and willingness to go out of their way to help when required.

Q: What industries do you serve?

A: Our largest accounts are a nationwide provider of high end wines and spirits to major hotel chains, a family run wholesaler of electronic goods, a major UK cable supplier, a bottle production company and a distributor of computer hardware. Between them they represent around 140 pallets per day and are all, you guessed it, within 5 miles of us.

Q: What would you say is Palletline London's genuine USP?

A: You know whilst I'd like to say it's the team here and their flexibility and can-do attitude or the new customer portal we implemented, its actually the service the network provides combined with our unique Amazon preferred carrier status that by far has won and retains our key accounts.

Q: Where do you see the transport and logistics sector going in the next few years?

A: I think in networks a continuation of the current consolidation we are seeing. I know it's not our wish to buy more companies however I think the vital stability it brings to challenging areas is a must. I also think we will start to see more tailored solutions to the ever-growing B2C market and hopefully much needed innovation in electric pump trucks and tail lifts to cope with this. I also believe we will start to see an increase in evening delivery windows.

Q: Brexit is currently a big talking point; do you think Brexit is a challenge or opportunity for the sector?

A: I thought Politics was banned at work? The natural optimist in me says it's happening so it has to be an opportunity as the alternative is to take part in the self-fulfilling doom of pessimism.

Q: What is Palletline London's key area of focus at the moment?

A: Improving, automating and integrating our delivery and collection planning with a potentially exciting

new tool (I can't say too much as we start live testing next week!). If all goes as planned, the system will also provide the members with live tracking of their customers' pallets, which in turn will hopefully reduce the most common phone call in our industry 'where's my stuff?'.

Q: What advice would you give to someone thinking about coming into your profession?

A: In a network, go and visit or call and speak to members in a variety of areas (rural, city, suburbs, north, south, close to a hub, far from a hub etc) and understand each of their unique challenges. Don't offer any strong opinions or advice until you understand each of these areas.

Q: If you had to start over, you'd probably pursue which career?

A: If the money had been better I'd still be the Entertainments Rep at Linkers Bars on the Costa del Sol, job satisfaction second to none, alas long term career prospects and money limited!

Q: What do you feel is the most important issue affecting the pallet network industry right now?

A: Potentially the tail lift limits following HSE's review. If it drops to 500kg, we are going to need bigger hubs and more trucks!

Tell us a bit about your life outside of Palletline London?

Q: What is your favourite past time?

A: Skiing.

Q: Tell us something that most people wouldn't know about you?

A: When at School I once met Prince Charles who landed his helicopter on our school field. As he was walking past us all he stopped and said hello to me and asked what the rolled-up poster in my hand was. I offered to show him and he agreed, I then unrolled it and showed him Samantha Fox. It was worth the detention!

Q: If you won the lottery, what would you do?

A: Buy a ski lodge in Whistler.

Q: Do you have any hidden talents?

A: They are so well hidden I haven't found them myself yet!

NEXT ISSUE

LINE magazine March 2018

In the next issue of Line Magazine we have a full house of features to include:

Capital Gains - Berlin

A city where a fractured past meets an exciting future!



ETA

The story of time



MMC

The role of the Member Management Committee and its benefit to the Palletline membership



Welcome to new members

Latest overview of the newest members of the Palletline family

...and of course, lots more!

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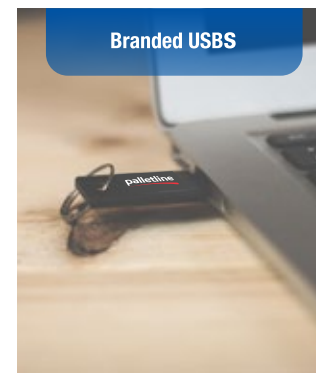
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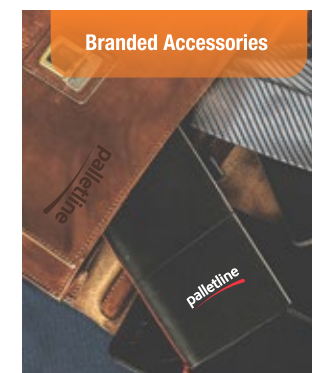
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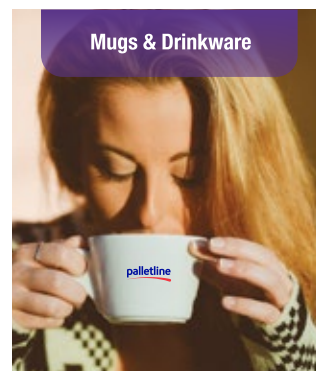
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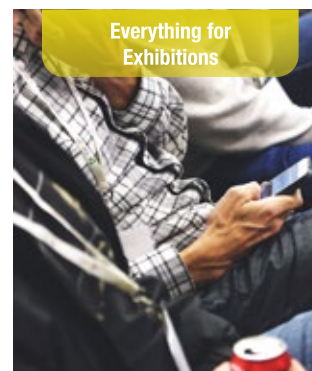
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