

LINE

magazine

ISSUE 7

APRIL 2018

palletline

Network Freight Distribution

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Celebrating the opening of
our new hub in Coventry! **P10**



Warm relationship with Certainly Wood thwarts *'Beast from the East'* – **P16**

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Welcome to Line Magazine issue 7

2018 is already proving to be an exciting year for the Palletline business, and we're only three months into the year!

The business has been on a steady course of growth and development for the past few years, and this is set to continue during 2018. The first major achievement of this year is the opening of the new Coventry Hub facility, which will increase our central hub capacity hugely.

Not only does this new facility further demonstrate our commitment to major network clients such as Amazon, but it will also enable us to better manage the peak volume periods throughout the year. Furthermore, our whole company ethos of working together with our shareholder Members is yet again demonstrated in this development, as we welcome former Palletways member Reason Transport to the Palletline family. Reason's are jointly involved in the new Coventry hub facility as they will be re-locating their depot, and operating from there.

The opening of Coventry continues to demonstrate our investment in tandem with our members in the multi-hub strategy which continues to aid our growth nationally.

Palletline is a great example of how working closely together with like-minded businesses, with shared mutual interest and benefit can thrive in the modern economy, and hence it's great to see examples of this being celebrated in this publication. Take for example, the article on the MMC, our Member Management Committee, who dedicate their time to the development of this network for the benefit of other shareholders, stakeholders and customers.

I am personally looking forward to a great year for Palletline and would encourage all those involved with our business to work hard and enjoy the benefits of partnering with a growing and dynamic business.

Kind Regards

Graham Leitch

Graham Leitch

Managing Director, Palletline Ltd

LINE MAGAZINE

Palletline Ltd

The Palletline Centre, Starley Way, Birmingham B37 7HB

T: +44 (0) 121 767 6870 E: info@palletline.com

Guest Editor
Managing Editor
Deputy Editor
Art Director
Chief of Distribution
PR and Display Sales
Production Director
Chief Photographer

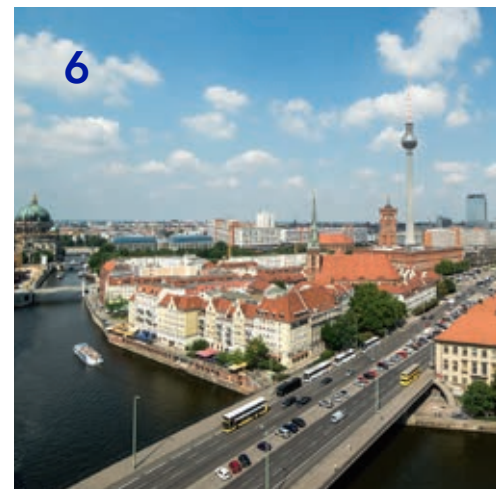
GRAHAM LEITCH
PAUL KOMURO
LORNA COX
IAN TONKS
ANNETTE O'CONNOR
JOHNNY CHARLES
ANDREW WELLS
MARTIN CAPENHURST

Produced by

ITM CREATIVE

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



We are going to go all out and say that by the time you have this magazine in your hand, the sun will be out, spring will have sprung and you'll all be dusting off the barbeque ready for summer.

This is written of course whilst it's still snowing as of 08:26 on the 3rd April, Aberdeenshire.

This issue of Line Magazine, the first of 2018 is packed full of interesting articles. We cover the new Coventry hub, our new range of regionally inspired vehicle liveries and meet ABE Ledbury's customer Certainly Wood. Also featured is the work of the MMC and some information about ETA in our Story of Time article.

And if that's not enough we also bring you our very own transport artist, plus another awesome competition and take you to Berlin on a city break and then on to Mauritius... where we can guarantee the sun is shining.

Enjoy this issue and we look forward to seeing you again in July.

Kind Regards,

Paul Komuro, Managing Editor

CAPITAL GAINS

Berlin, a city where a fractured past meets an exciting future, is an intriguing weekend break destination for molly McGreevy.

In Berlin, lunch comes with panoramic views of the Brandenburg Gate, TV tower, rolling acres of Tiergarten Park and the historical hub of Museum Island.

From its vantage point on top of one of the most important buildings in the city, the Käfer Dachgarten serves Berlin classics alongside delicious vegan and vegetarian options; and is the perfect starting point for a weekend break in Berlin.

After an aerial view, the best way to see the city is on two wheels, with a Berliner leading the way. With a population so passionate about remembering the past, whilst forging a forward-thinking future, choosing a tour without a native at the helm would be a waste.

Praised as one of Europe's most bike-friendly cities, cyclists in Berlin have their own lane on the pavement, special traffic lights and a much higher respect from drivers compared to what we see in the UK. Berliners however, are not fans of the helmet, and it seems only children and cowards decide to protect their head when powering the pedals.

Our tour of the Berlin Wall with Berlin on Bike saw us peddling, albeit with a wobble at times, around the city with our tour guide, Sascha, who was in his teens when the wall came down. He told us about his own family and their stories of prison time and smuggling lovers across the divide, a reminder that for Berliners the wall has an ongoing impact on their lives, and is not just an attraction for tourists.

Our ride took us to the Berlin Wall Memorial, home to the only remaining section of both sides of the wall, including the death strip and watchtower. The true horror of the wall is not revealed until you climb the stairs to the memorial museum's viewing platform. From there you can see the terrifying measures taken to keep the city apart, from the rounded tops of the two walls to the watchtower spotlights.

To lighten the mood Sascha told some of his favourite wall-crossing success stories, including one of the three Bethke brothers, who each successfully crossed the wall into the West in an impressive show of one-upmanship. Their escapes involved air mattresses, bows and arrows and ziplines, finalising in the last remaining brother being picked up by his siblings in a small plane, which they had painted in Soviet colours and simply flown over into the East. By the time they were uncovered as fakes, all three brothers were safely landed in the West.

Ravenous from hours of biking we stopped for a traditional Berlin snack of currywurst from the unassuming Konnopke Imbiss stall, which still stands in the same spot from which the family sold their first sausage 86 years ago. Local lore has it that the Konnopke family were the first to bring currywurst to Berlin more than 50 years ago.

For those who prefer their feet to the saddle, the city is easy to navigate on foot, the terrain is flat and efficient transport links make hopping on and off at popular tourist spots a breeze.

A good starting point for a walking tour is The Gate, which is just 50m from Berlin's most famous landmark, the Brandenburg Gate.

Emotive and enthralling, The Gate takes visitors on a 20-minute time travel through 300 years of Berlin history using old film clips,

soundscapes from the city's streets and news footage shown on 71 square metres of HD screens using a 36-channel sound system.

From the Brandenburg Gate exploring the central district of Mitte, which is home to many of Berlin's most popular tourist attractions, is a breeze.

Its central location means the Mitte district is also a great place to stay in Berlin, with plenty of hotels and hostels; there's something to suit all budgets. The Weinmeister Hotel is just

a couple of minutes from the famous Alexanderplatz square, but it's not only the hotel's central location that makes it so appealing, but it is also the amazing design and artwork throughout.

The hotel's stairwell was taken over one evening by The Paint Club, a globally unique international network of illustrators, graphic designers, comic and street artists, and now each floor acts as its own art gallery, all visible from the hotel's glass lift. The rooms are also decked out in artwork by artists from Berlin and beyond, so guests can

soak up the vision of the city from the moment they wake until they rest their heads after a day soaking up the history of the city.

In Berlin, creativity and culture is never far away. Steeped in turbulent history, Germany's capital has had to continually adapt, change and reinvent its image to overcome destructive, divisive events. Today the city is a hotspot for young, progressive, creatives, who learn from the city's divided and fractured past to create a united, liberal future.



The Gate (left) takes visitors on a 20-minute time travel through 300 years of Berlin history using old film clips, soundscapes from the city's streets and news footage shown on HD screens



Pictures: Berlin Tourismus & Kongress / GmbH (visitBerlin)

Choose Doncaster Sheffield Airport

- FlyBe began flights to Berlin from Doncaster Sheffield airport in March.
- The Meet and Greet car parking service allows you to drive close to the terminal building, drop off your keys and your car will be parked safely for the duration of your time away. On your return your car will be ready for you to drive away, as close to the terminal building as is possible.
- Doncaster Sheffield's Premium Lounge provides a range of complimentary drinks, snacks and unlimited superfast WiFi.
- With the new Great Yorkshire Way opening earlier in the year, flyers from Doncaster Sheffield can now access the airport from the new link road, reducing travel time from Sheffield, Leeds, Rotherham and Barnsley.


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Set in around 20 acres of beautiful tropical gardens, The Oberoi Hotel, Mauritius, occupies an enviable spot overlooking Turtle Bay on the gorgeous North-West coast of Mauritius. A heaven for romantic couples, it offers everything you need for an idyllic island break – palm-thatched villas with Indian Ocean views, two gourmet restaurants and a spa in which therapists will pummel away the pressures of your life at home. It's bliss.

There are 72 rooms divided into Luxury Pavilion, Luxury Villa and Royal Villa categories. Facilities include a spa, steam room, sauna, gym, tennis courts and a private beach. The huge infinity pool, fringed by rocks and atmospheric crumbling columns, offers amazing views out across the 600m beach and over the Indian Ocean.

As you'd expect, a full range of watery entertainment is on offer: windsurfing, water skiing, diving and sailing are among the activities you can try. The

Spa has private spa suites and a beauty parlour. The Restaurant, an open-sided pavilion with a high thatched roof, specialises in classic European and Asian dishes, as well as local Creole cuisine, and is open for breakfast, lunch and dinner. The Lagoon Pool Restaurant offers a less formal lunchtime menu of salads, sandwiches and pasta dishes.

Every room has a four-poster bed and marble bathroom with sunken bath and shower, as well as a private terrace.

The Royal Villas are set within their own generous tropical gardens complete with large private swimming pools and thatched dining pavilions, though the Luxury Villas with Private Pool also tick all the right sumptuous and pampering boxes.

Pack light but do bring binoculars. You'll want to get a good look at the dolphins, flying fish and reef sharks frolicking in the crystal-clear waters of the Indian Ocean.



The infinity pool



Dinner on the beach



Every one of the 72 rooms has a four-poster bed

PALLETLINE INVESTS FURTHER IN COVENTRY AS **amazon** PARTNERSHIP GROWS

Palletline is opening a secondary hub in Coventry which will include an Amazon processing facility, further developing its ongoing strategic partnership with the on-line retailer.

Officially opening on 30th April 2018, the new 180,000 sq ft hub at Siskin Parkway West, Middlemarch Business Park – which includes office space and 28,000 sq ft of exterior canopied area – is a response to the ongoing commitment to growth over the next five years.



Graham Leitch
Managing Director



The new facility will be for Palletline members delivering on behalf of Amazon from a central hub as the relationship continues to yield significant volume increases throughout the year.



Richard Gutsell
Operations director said:

"The new facility will replace Palletline's Warwickshire hub near Rugby which is scheduled to close in May.

"The ongoing transfer is going to be done in a number of phases, but we have already started the process.

"As a separate sortation facility for Amazon freight, it will have the added benefit of relieving pressure and

freeing up capacity for the standard freight moving through the network."

Palletline is the only pallet network to hold Amazon's preferred carrier status for inbound deliveries. It handles the bookings and administration for its members, who then run into Amazon's 22 fulfilment centres around the UK.

10%

During November 2017 inbound peak for Amazon represented 10% of Palletline's network volume, a figure that is destined to grow.





IT'S ABOUT TIME

Tempus fugit, rather than tempus 'fudge it' with Palletline's ETA

Getting the right consignment to the right customer at the right price and at the right time is the long-held definition of logistics in its purest sense.

However well intentioned, it is often the last part of this definition – Time – that can bring a halt to what is in most cases a well-oiled machine. If it's a very urgent delivery of beer to a pub that's run dry, a just-in-time delivery to an automotive manufacturing plant or a kerb side delivery of top soil and turf for a potentially award-winning Chelsea showcase garden, time delays can undo the best laid plans and cost lives, money and reputations.

Taking time to get things right is often the best approach, especially when it comes to time management itself. Marketing departments have all too often been ahead of time with messaging on 'just in time' and 'supply in line' sequencing to drive sales, when the reality is that the words are ahead of the technology and an ambition or aspiration rather than a reality.

Many transport businesses have therefore carefully developed communications strategies to ensure that the marketing of their latest tracking technologies match the day-to-day reality of customer expectations – a tempus fugit model as opposed to 'tempus fudge it', as it were.

Palletline has also carefully managed this process with the introduction of its automatic ETA (Estimated Time of Arrival) service, which automatically updates the time of delivery at each part of its journey factoring in traffic and other delays.

Launched a year ago in April 2017, the ETA has been largely available for customers to view on Palletline's web portal, but its success has meant that a text message option, similar to that offered by parcel couriers, has been launched in March 2018.

The new service sends an SMS to the customer with an ETA link to the website to track their consignment in real time so delivery time is constantly updating along with expectations.

"This new service cuts out many phone calls and gives customers and consignees greater clarity and reassurance. Palletline has been using the ETA system for the last year and I am delighted to say this has been successful because the network has taken the time to get this system correct," said Palletline Operations Director Richard Gutsell.

"Although it is early days, the new SMS model for all customers will take the development on to the next level so that all of our shareholder members are able to automatically update communications to customers."

“

This new service cuts out many phone calls and gives customers and consignees greater clarity and reassurance. Palletline has been using the ETA system for the last year and I am delighted to say this has been successful because the network has taken the time to get this system correct.

”



PALLETLINE

'CERTAINLY' HELPING KEEP THE HOME FIRES BURNING

Warm relationship with Certainly Wood thwarts 'Beast from the East'

Despite the uncertain forecasts around Brexit and the so-called 'Beast from the East' blasting unseasonably Baltic weather into the UK at the beginning of Spring, there continues to be a warm front in and around the Herefordshire area.

The reason for this kinder climactic and economic precipitation is all down to the growing army of loyal customers at Certainly Wood, the UK's largest supplier of kiln-dried kindling and firewood.

The irony of this growth in log burner customers bulk ordering locally-grown kiln dried fire wood is that a large volume of wood currently burned in the UK is exported from Eastern Europe, from the very Steppes that gave us the recent icy climactic conditions.

Yet, in the case of Certainly Wood, 100 per cent of the logs and kindling are not only British, but locally sourced from sustainable woodlands within a 100-mile radius of its Herefordshire heartland.

As part of the Grown in Britain campaign, the business strongly promotes this aspect against the fact that imported wood travels up to 1500 miles to reach the UK, let alone the miles it undertakes to get through the distribution network to arrive at the customer's door.

This is not only a local success story, but goes to the heart of a quality product as Certainly Wood, which kiln dries all of its products, is a founding member of the new Woodsure Ready to Burn scheme, backed by DEFRA and guaranteed to have the logs below 20% moisture content.

The business was set up by brothers George and Nic Snell at the family farm in Hereford. George has farmed at home with father Hugh since leaving Cirencester Agricultural College, whilst Nic pursued a career initially in growing raspberries, then

running a local soft fruit co-operative, and finally marketing for a larger co-op, before joining George in 2006 to set up Certainly Wood. The farm grows cider fruit for Bulmer's and blackcurrants for Ribena and with an early passion for trees, Nic and George's father

Hugh started growing Poplar trees on the farm.

About 40 years ago, Hugh bought a small machine from the local village that made kindling from waste pallets. Kindling production from Poplar became one of the first diversification enterprises of the farm and George developed a way to dry the wood from which point he started selling kindling to Tesco's.

When Nic joined George back on the farm, it was agreed to set up a separate firewood business, separate to the agricultural enterprise.



George and Nic Snell

Nic, having recently done a post-graduate diploma in marketing was keen to establish a brand and Certainly Wood was born. When George developed a kiln to dry the kindling and logs, Nic seized upon this development as a key selling point - a USP - because no one had ever sold kiln-dried firewood before.



Today, Certainly Wood has grown from producing 1,000 tonnes of barn dried firewood in 2006 to 16,000 tonnes of premier kiln dried firewood and 2,500 tonnes of poplar kindling wood, making it by far the largest specialist producer in the UK.

Working very closely, with stove manufacturers and distributors, the aim is to help educate customers about the importance of using dry wood and the right fuel for the wood burning stove.

The business now delivers to businesses, garden centres and directly to customers, whatever the weather.

Of course defying the snow to make the home deliveries can present its own challenges, but a strong relationship with ABE (Ledbury) Ltd helped tame

the 'beast' with excellent door-to-door customer service, a role it has played for the last three years.

Indeed, there is a synchronicity between the two businesses with Certainly Wood advising customers on delivery and unloading instructions in line with Palletline's strict Tail Lift weight restrictions and Palletline's members acting as ambassadors for Certainly Wood when on customers' premises.

Nic Snell said: "It has been great to deal with an organisation like ABE. They are an extension of our business when they are doing deliveries to customers and they have been really proactive. Being local they are very responsive to our requirements, which comes from a deep understanding of our business.

"We could say that the business is seasonal, but with the cold weather, there has been demand right through to Spring and Palletline have taken this in their stride, as they do with our Black Friday offers at the end of the year which always create a spike of demand. They have become our front line. An example of this was when we lost electricity and telephone connections and they stepped in and worked really hard to help us maintain the service."

Clive Brooks, managing director of ABE (Ledbury) Ltd, which was purchased by Palletline a year ago, said: "Working with Certainly Wood is a two-way partnership. They really assist at delivery point because they have communicated loading instructions in

advance, which helps us when we arrive - it all depends upon good communication and understanding.

"We are very conscious of our role in making this process as smooth as possible as we are on a customer's property. Certainly Wood has also changed its website with delivery in mind including offering a date choice, for example. The customer has to accept the T&Cs on the website before it can process payment, which means they have to have read and understood the requirements in pictorial form, which makes our job easier."

"We have been working together since 2016 and have now completed a full season so we understand the flow of demand."

Communication has made sure this business relationship remains warm, whatever the weather, and that customers have regular unfettered access to locally-sourced and sustainable wood to help hold the beast from the east at bay. Brexit may be blowing in a wind of uncertainty, but for Certainly Wood, the forecast is looking more promising as it continues to service its UK customer base at a competitive price and with a lower carbon footprint.

With the help of businesses like ABE, The Snell's have gone from 'business in cider' to a business inside that is currently basking comfortably in the glow of a roaring British hearth from where Certainly Wood is definitely keeping the home fires burning.





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GROWTH TRAJECTORY

FOR PALLETLINE ONE YEAR AFTER ACQUIRING ABE

Something in the Herefordshire soil makes it the perfect location for growth, whether it be the apples for the plethora of famous cider brands in the county, or the plumpest blackcurrants for the likes of Ribena.

It is therefore little wonder that businesses based in Herefordshire, when they are tended properly and well cultivated, also end up facing towards the sun with their own growth trajectory guaranteed.

One such company is 46-year-old ABE (Ledbury) Ltd, which has been so successful that in 2017 it became the only company outside of the South-East to be bought by Palletline, the national pallet network of which it has been a member since 1994.

Established in 1972 to service the mainly agricultural customers, ABE still operates from one site in Ledbury, and with more than 80 employees, provides a full range of distribution services.

The growth has been more evolution than revolution and ABE continues to service the HR, LD, most of WR and part of SY postcode areas on behalf of Palletline, but in the last 12 months it has taken on 11 new members of staff.

Owning its own vehicles, ABE boasts a varied and modern fleet that comprises over 50 vehicles and 70 trailers, ranging from 3.5t vans to 44t

articulated vehicles to food grade bulk liquid tankers for some of Hereford's most famous fruits, ciders and wines.

Clive Brooks, recruited by the business in 2007, took over as Managing Director under the new ownership just over a year ago (February 2017).

"We have a strong client retention and 18 of our staff have been with us from between 10 and 40 years," he said.

"We pride ourselves not having to rely upon any agency drivers – business is brisk and continues to grow.

"I could not have asked Palletline for more after the acquisition. They provided support when needed but otherwise let us manage our own affairs – business as usual. Palletline has been behind us all the way."

Graham Leitch, Managing Director of Palletline Ltd, commented, *"The acquisition of ABE was in line with our strategic network plan, wherein we will manage, and develop key elements within the network structure to ensure maximum efficiency, network resilience and growth opportunity, whilst building shareholder value."*

"Unlike other networks Palletline is not in the business of acquiring depots who are in financial trouble, preferring to work with business owners on strategic and succession planning for the benefit of all."

"The unique structure of our business in the ever-competitive palletised freight market continues to not only thrive, but deliver exceptional results both to our shareholding members and customers alike."

Clive Brooks, added: *"Herefordshire and its surrounding counties remain a rich seam of business ripe for development. We have natural synergies with these businesses, as we have all chosen to put down roots here."*



ABE

LEDBURY LIMITED



ED SANDERSON

Chairman MMC,
Commercial Director,
Stephen Sanderson Transport



RICHARD GUTSELL

Operations Director,
Palletline Ltd



GLENN BAKER

Network Director,
Palletline Ltd



PHIL HALL

Development Director,
Stirling Solutions



PAUL UPTON

Managing Director,
Masters Logistical



RAY CLEGG

Managing Director,
Alan R Jones



DARREN BEAVEN

Business Unit Director,
Gregory's



WILLIAM HART

Managing Director,
HH Distribution



LAURENCE ABEL

Managing Director, Shepherd
Distribution Services

The MMC has been described as both inspirational and aspirational because shareholder members have a voice that can drive standards today and in the future.

Palletline's philosophy of maximising members' experience to ensure operational best practice of the network led the business to replace its standards committee with the MMC, a new body that would empower senior Palletline management personnel and representatives from shareholder companies, with formal terms of reference. This future-proof thinking ensured that the MMC was best placed to act in the interests of the membership in recommending and driving necessary changes to operational practices that would benefit the business and the industry.

Under the stewardship of Chairman Ed Sanderson, the commercial director of Stephen Sanderson Transport sit, Ray Clegg, the managing director of Alan R Jones, Darren Beaven, business unit director at Gregory Distribution, William Hart, managing director of HH Distribution, Laurence Abel, managing director of Shepherd Distribution Services, Paul Upton, managing director of Masters Logistical, Phil Hall, development director of Stirling Solutions, Glenn Baker, network director of Palletline and Richard Gutsell, operations director of Palletline. The MMC is representative of the Palletline family with wide experience of a broad range of sectors and spanning the UK.

"Put simply, the MMC's role goes beyond best practice to next practice. Its KPIs help to formulate new thinking and bring ideas to the table that will benefit Palletline and help drive change and more efficiency," said Ed Sanderson.

Meeting on a monthly basis to review and dynamically assess progress on a range of industry issues, the MMC's KPIs include raising the industry bar by brainstorming and encouraging the cross fertilisation of best practice from

IT, operations and health and safety, all of which impact efficient performance and customer satisfaction.

The MMC, taking inspiration from the world renowned Plain English campaign set about a project to re-write the Palletline Charter, otherwise known as the operations manual. The team dramatically reduced the size of the manual and made it far simpler, easier to understand and much more engaging. The results and network response following the issue of the new guide was near instantaneous, with immediate improvements in KPI's and service levels.

The team then went further and set about a project to coach and encourage the wider Palletline membership to engage in a programme of continual improvement, with the full support of the Palletline management team. The results of this on-going project have paid huge dividends in terms of KPI and service performance.

An example of the MMC's next thinking was the unilateral adoption of a 750kg tail lift restriction and the introduction of the award-winning Lift Assist solution which is the only example of the industry putting health and safety of its members ahead of commercial considerations. This initiative was an innovation by the MMC wherein not only did they deliver an increased level of safety standard within the Palletline community but have raised the safety bar within the whole sector with peer companies following suit.

Although not yet adopted by the broader industry, customers have welcomed the proactive move and will be at the vanguard of its broader adaption because of their own ethical investment approaches.

Corfe Stone, the biggest landscaping and patio business in the North-West said:

"We've been using Edge Transport for our deliveries for a few years now and when the lift assist service was introduced we found it the ideal opportunity to enhance our service to our customers' ... banging the drum for this safe, efficient and professional

means of offloading our products direct to our customers premises. It means that our customers get the very best option for efficient delivery while protecting the delivery drivers. We are even looking to shout about it to customers on our website so that they can see that we are a responsible company, who takes health and safety seriously. We know that our product is heavy and can be difficult to manoeuvre so lift assist is the perfect solution that ticks all the boxes for a successful and safe delivery".

Rolawn, Europe's largest turf grower said:

"Rolawn use the lift assist surcharge to pay for an electric pump truck to enable Palletline to deliver 1 pallet of between 40sqm - 60sqm of turf without having to split onto a second pallet due to the new weight restriction of 750kg. It means that Palletline can deliver a pallet of our turf on a tail lift truck with less risk of personal injury to drivers, customers, damage to vehicles and third-party property at the point of delivery. This ties in with our Environmental Policy Statement that on an ongoing basis we are committed to working to reduce the environmental impact of the distribution of our goods by working with quality hauliers and continuing to ensure that we maximise the available space and weight on vehicles delivering our products in a safe way".

British Ceramic Tiles, the largest manufacturer of ceramic and glass tiles in the UK said:

"Our product is very important to us and so is the safety of our people and our partners. When we were first approached about the 750kg weight restriction we had some trepidation that it would increase our costs. However, working with our Logistics partner Gregory Distribution, we soon established this would not be the case. Our products are top quality tiles and as you can imagine a pallet of these can be extremely heavy. So, we were and continue to be, delighted with the Lift Assist service offered by Palletline and with this the business we put through the Palletline network continues to grow".

palletline

Working the LINE...

Introducing the Regional Livery Initiative

We have always believed our liveries have gone further than simply being our national identity. Over the last 26 years we have used livery to demonstrate particular subjects we feel passionate about.

With a diverse network of nearly 80 members' businesses, both large and small, we feel it is of great importance to ensure not only our national brand identity but to also capture the hearts of our members and the customers they serve, wherever in the UK they might be.

We set out to...

Develop our core livery into a locally recognisable symbol for quality of service, regional inclusion and widespread recognition. Our business is made of many local hauliers who are typically regionally based and often with long-standing presence in local communities.

Our design thinking...

A key element of all Palletline brand design sits around the second word 'line' which give us our name and makes us unique amongst industry peers. Even this leading publication is aptly called 'Line' Magazine.

Our thinking therefore in relation to a new livery was along the same lines, or more specifically, along the Skylines, and those instantly recognisable landmarks, familiar often to local people and in some cases the global population. London therefore was our starting point with some of the UK's most well-known landmarks, the London Eye, The Gherkin and Big Ben to name but a few. When our London Skyline was so well received by both our staff and our customers we decided to go further and to try, in five simple, yet striking designs to capture as much of the UK's Skyline as we could.



London



NEW FOR
2018





Scotland



The North



Wales



The South



Matt Garland
General Manager, Palletline London

"I'm over the moon with our new Palletline London livery. A winning combination of two instantly recognisable images, the Palletline network brand alongside the iconic London Skyline. It says exactly what we do in one glance. The Palletline red, white and blue is the perfect match with our nation's capital. Our customers have provided overwhelmingly positive feedback. It demonstrates both the trusted reliability of the Palletline brand whilst also recognising the regional importance of the City our business serves. Our staff have also expressed their delight in the recognition and pride it gives them in the demanding and rewarding job they do helping keep our capital City shops stocked."

Mainly for me though, it simply looks modern, sharp and very cool! UK haulage has a proud tradition of iconic brands and truck liveries, and whilst I'm slightly biased, for me this is one of them."

The benefits...

- Brand recognition as a national and regional/local company
- Better brand integration with our members
- Stronger customer engagement
- Ability to display regional messages and skills operation such as operations in London and remote areas
- Demonstrate our inclusive ethos across all our members, their employees and customers

LINE magazine

MEETS BUDDING ARTIST CHARLIE LUNN

Calling all Palletline Members

Would you like a talented artist to hand-draw a portrait of one of your vehicles? If so, look no further!

Charlie Lunn is based in Chingford, East London and even as a child Charlie always had a passion for art, starting his career drawing portraits of people and then onto architecture, cartoons and scenery.

These days Charlie's work consists of a variety of things, more recently a drawing of a Jonen Shipping vehicle - member of the Palletline network! Photographs were used as a reference with the background being an area of the English countryside. With a real interest in work of this nature, Charlie would be interested in hearing from other Palletline members who would also like drawings of their vehicles. Before working as an artist full time, Charlie worked for his father's distribution company, Ammax International for 4 years. Having seen his fair share of lorries over the years, Charlie expresses how it was interesting going from loading and unloading Palletline vehicles to drawing them a couple of years later!



Interested?

All you need to do is send Charlie photographs of the vehicle to charlielunnart@gmail.com, tell him what size you would like and Charlie will start working on your very own vehicle portrait!

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

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

4 Million pallets per year

Damage rate less than **0.001%**

77 Members

89 Locations

12,532 Staff

6,097 Vehicles

Palletline Ltd 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.

palletline
Delivering Network Advantage

Are you ready for a **Lubbock's Day**?

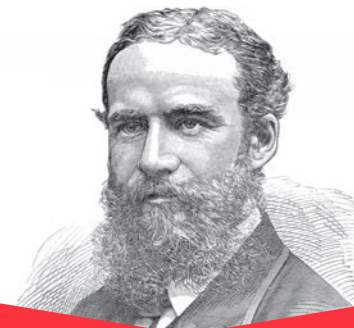
It's been a tough winter, and only in the last few days does it appear to be yielding to warmer tones.

Whether you are planning on one of the those archetypal bank holiday activities of perhaps sizzling some meat on the barbecue or heading for a strip of sand on the nearest beach, or even looking to tick another piece of our nations heritage from your bucket list, then you have a banker to thank for it. That's correct you heard me, a banker and politician.

It was Liberal MP and London banker, John Lubbock who put forward two papers to Parliament, the first being the Bank Holidays Act of 1871, which aimed to ease the pressure on workers with an extra four days off per year. These days were originally set as Easter Monday, the first Monday in August, Whit Monday and Boxing Day.

Lubbock was also responsible for the Ancient Monuments Act of 1882, which was the first time a government protection was given to historical sites. The first act covered just 26 sites in England, 21 in Scotland, 3 in Wales and 18 in Ireland. The most famous of the newly protected sites was of course Stonehenge in Wiltshire.

The dates have been moved about a few times since 1871, as from 1965 the date of the August bank holiday was moved from the first Monday in August to the last. In 1971 the Banking and Financial Dealings Act came into force and the Whitsun, otherwise referred to as Whit Monday holiday was replaced by the late spring bank holiday and fixed on the last Monday in May. Then in 1978, the first Monday in May and the final Monday of May in Scotland became bank holidays.



Now for our questions

- 1) Why are they called bank holidays?
- 2) What is the difference between a bank holiday and a public holiday?
- 3) What is the average number of holiday days across Europe, compared to the UK?
- 4) Does the Queen have the power to grant additional bank holidays?
- 5) What additional holidays have been called for and debated in Parliament?

Good Luck and Happy Holidays!

WIN A BBQ

Well it had to be didn't it

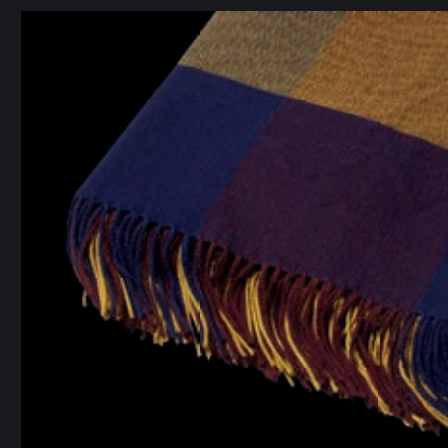
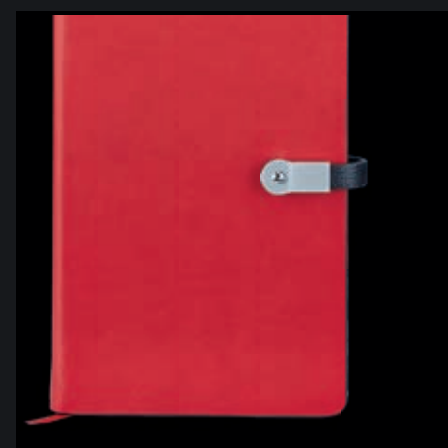
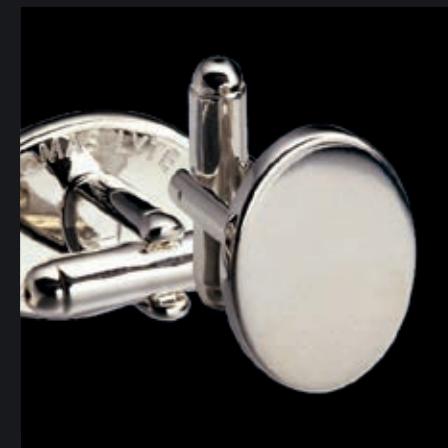
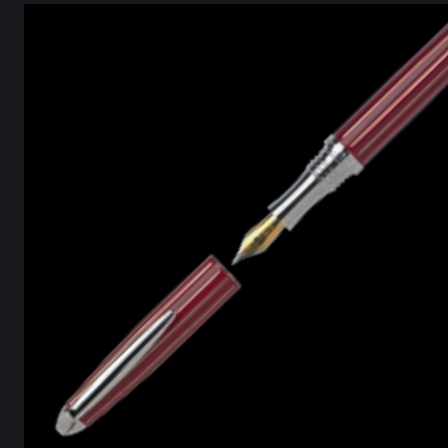
Please email your answer to linemagazine@palletline.com and the winner will receive a BBQ.

The winner will be notified no later than 12th June 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.



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ENGLAND



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NEXT ISSUE

LINE magazine July 2018

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

FLOWER POWER

It's time to get out and make
everything in your garden lovely



Give Me a Reason!

An interview with
Alan Reason of
Reason Transport.



Awards Night 2018

A review of the
biggest night
of the year.

...and of course, lots more!

If you would like to feature or advertise in the magazine
please email us at Linemagazine@palletline.com
Wishing you a great read from the editorial team.

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Network Freight Distribution

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JUNIOR CHAMPIONSHIP



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So why use our services?

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Network Freight Distribution

Palletline is known for our dedication to innovation and each of our services is designed to support the needs of our customers and members right across the nation. Our dedicated teams offer fast, efficient and reliable services with every pallet transported across the UK and Europe.

Services

We move a single pallet though to a full load, overnight and economy, offering timed delivery services in line with our Customers' requirements.

Quality

Quality to us means giving our Customers the confidence that their deliveries will be made on time and in full.

Value

We're driven to deliver services that add value and real benefits to our Customers' supply chain.

Innovation

We innovate continuously to ensure our Customers have a leading edge in today's challenging and competitive environment.



Palletline Ltd

The Palletline Centre, Starley Way, Birmingham B37 7HB

T: +44 (0) 121 767 6870 E: info@palletline.com



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