

# LINE

## magazine

ISSUE 8

AUGUST 2018

### palletline

Network Freight Distribution

# AWARDS NIGHT

— SPECIAL —

See pages 20-29

The drinks are on us! See page 6 | It's time for flower power! See page 12



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## Welcome to Line Magazine issue 8

It is my great pleasure to invite you to read our Summer 2018 edition of Line Magazine, which truly celebrates the great achievements of Palletline and its members.

There are no other businesses like ours in our sector and before you gasp with fear, step back and consider why for a moment. Our network peers have either never had, or have in recent years deviated from a shareholder ownership model. We believe this is to their detriment, after all Palletline continues to thrive, attracting ever more premium, predominantly family owned haulage businesses. And it works! It provides great network stability, it provides great shareholder value and as a result it creates a great customer proposition.

The Palletline board staunchly believe we should maintain our competitive edge, driven by our unique business model and we should without doubt maintain our independence in the market. However, this does not mean we should rest on our laurels, as any business, we must look forward, stay ahead of the market and ensure we consider opportunities for growth and when necessary diversification. The parcel market changed, it consolidated, it grew exponentially and hence today there are fewer players, but for those that seized the moment, adapted their services and embraced technology, great rewards were to follow, and we are perfectly positioned to do the same.

Our network is already full of award winning businesses, Palletline itself has a plethora of awards covering many business areas. This year, our 26th year, the Palletline Awards Evening recognised the achievements of both our new members as well as our long-standing members, further demonstrating our network advantage. Many congratulations to all the winners and a feature on each is included in this issue.

If our own awards programme doesn't convince you of the great achievements our members make every day, then the annual logistics industry recognised awards surely will. Motor Transport holds a prestigious event every year, which commends to the wider community the highest achievers in the world of logistics. The MT Awards are highly contested and are judged by an independent panel of qualified experts. This year, Palletline members again feature prominently against other pallet networks and the logistics industry. May I extend my congratulations to the following members for their achievements.

Expect Distribution – Safety in Operation Award  
Stephen Sanderson Transport – Haulier of the Year Award  
Miniclipper Logistics – Business Excellence Award

Thank you to everyone for taking the time to read about Palletline and thank you to everyone involved for another year of success.

*Graham Leitch*

**Graham Leitch**

Managing Director, Palletline Ltd



### LINE MAGAZINE

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



Back in early May the weather forecasters predicted we would have the best summer in five years! Well here we are mid-summer 2018 and wow they were right. In fact, just to emphasise the point this year is now expected to have heralded one of the top five warmest, sunniest and driest summers since records began in 1910.

The highest the mercury has risen so far was in Porthmadog, Wales with 33°C, a record so far this year, although we're unlikely to beat the UK's highest ever recorded temperature of 38.5°C at Faversham, Kent in August 2003.

This year has also proved hot for Palletline and its members with great awards and accolades achieved both within the network and from RoSPA and of course Motor Transport.

We have a great issue of Line Magazine for you which is practically bursting at the seams with hot topics, including the Palletline Awards night, our gardening "Flower Power" feature, as well details about the stunning new regional liveries being rolled out across the country.

We also extend a very warm welcome to the latest new members, who have joined the Palletline family, including Reason Transport, Jack Richards & Son, Ningbo Purfleet and EFM Distribution.

Enjoy this issue and we look forward to seeing you again in November 2018.

Paul Komuro, Managing Editor



THE SPIRIT OF  
ENTERPRISE FROM THE

# be-GIN-ning

TO THE END OF THE  
SUPPLY CHAIN

From pallet to palate, Warner Edwards' artisan gin owes much of its home-grown success to the partnership with Palletline



Growth is the all-important ingredient in the agricultural industry and one traditional farming family has cultivated its own upward trajectory by distilling a winning expansion formula in the artisan gin market, thanks to its successful 'pallet to palate' relationship with its supply chain partners.

Since 2012, a 200-year-old barn at Falls Farm in the picturesque village of Harrington, Northamptonshire, has been the home of 'Curiosity' the 500-litre still, which serves as the 'heartbeat' that produces the award-winning Warner Edwards hand-finished gins that pride themselves on being steeped in provenance.

What started off as a cottage industry, using ingredients from the locality – the fields and the hedgerows – has turned into a national success story utilising its own purpose-grown botanical gardens that now feed the ever-thirsty Curiosity and its sister still, Satisfaction.

"Our craft distillery was born on the 6th December 2012 when we sold our first bottle of our Harrington Dry Gin. Even now, all our gins are distilled in small batches by myself and my wife, Tina, and our small team, using only natural ingredients that are farm grown or locally sourced wherever possible," said Tom Warner, Founder.

The English countryside and landscape at Falls Farm is surrounded by flavour and colour – in the hedgerows and the gardens originally established by Tom's mother, Adèle, now their Botanical Garden.

Tom took inspiration from these botanicals and flowers to create the artisan gins and infused them with natural flavours. Since the release of Harrington Dry Gin, Warner Edwards has created five other flavours: Harrington Elderflower, Victoria's Rhubarb, Harrington Sloe, Melissa Lemon Balm and Honeybee.



The gin market today is worth £55 million in the UK, but Warner Edwards carefully manages its reputation through secrecy around commercially sensitive volumes and recipes to retain its mystique in this competitive spirit sector. This is reinforced by the magical story behind the birth of the brand, which adds to its appeal.

For example, the village of Harrington is said to be 'built on rock and water', with natural springs in abundance across Falls Farm. The top fields of the farm are a scheduled monument

recognised by English Heritage and were once the stepped gardens of a medieval manor house, complete with the remains of monastic fishponds. The water used in the distillation of the gin is from a spring 300 metres from the distillery, so the marketing plays upon the fact of sustainability, evolving out of the natural ingredients from the Northamptonshire countryside.

"Everything we do relies on the bounty of nature, so, as a business, we wholeheartedly celebrate the natural world around us," said Tom.

"An example of this is with our glorious Honeybee Gin, which is infused with honey from both local hives and our own Falls Farm apiary. As a licensee of the RHS (Royal Horticultural Society), a portion of the proceeds from every bottle sold goes to fund the work of the RHS, and we have a 'call to action' with wildflower seeds attached to each bottle, encouraging consumers to plant their own bee sanctuary.

"We also have our very own Conservation and Sustainability Manager, Jonny, who looks after horticulture and our apiary on the farm. We have some really exciting sustainability projects on the go,







starting with the development of wildflower meadows, both on our farm and in the surrounding countryside.

"We're also working with local colleges and beekeepers to help protect our pollinators around the UK and are sponsoring the redevelopment of RHS Wisley's heather garden, where we are putting more Warner Edwards beehives, and also training one of their team as a beekeeper. Our ambition is to become completely self-sufficient in certain types of botanicals, creating more vivid and fresh flavours while also helping to reduce air miles where possible in our supply chain.

"The fields of the farm are surrounded by hedgerow botanicals which we use in our gins: Elderflower and Sloe are hand-harvested each year for our annual-harvest gin vintages," he said.

The kudos of such an entrepreneurial brand in a crowded gin market, which secured a Silver Medal at the RHS Chelsea Flower Show 2018, is only as good as the loyal customers who enjoy the home-grown flavours – and this would not be possible without a robust local and national supply chain.

To this end, Warner Edwards, which has recently employed an export manager to explore

overseas markets, formed a strategic partnership with Market Harborough-based Stephen Sanderson Transport, with which, rather like Warner Edwards' gin, has patiently distilled the kind of winning formula that should be bottled.

Michelle, Customer Service Manager at Warner Edwards, adds: "We like to think of it more as a partnership than just a business relationship! We're a family at Warner Edwards and we wanted to work with a local partner who could seamlessly become part of our operation. Sanderson offered a highly personal service, the ability to be flexible when we needed it, the quality of service that our product demanded and the ability to advise and offer economies and efficiencies that save us money.

"This came about in 2015 when our company was approaching its third anniversary and business was growing fast. We were starting to work with larger clients who were demanding higher volumes with every order. Our distribution needs were beginning to change from small individual consignments to larger pallet loads across the country and we recognised the need to partner with a logistics provider.

Ed approached us and immediately understood our needs; the rest is history! Without Sanderson's we couldn't satisfy our customers' needs

for quick and reliable response. As a true partner Sanderson's is helping us through our growth. Their online booking system is quick and simple, but we can always talk to a real person when we need to, and we have built fantastic relationships with Ed, Danny and other members of the team. The full team, the lorry drivers through to the office staff through to the directors are always polite, helpful and positive and we have great fun along the way. In times of challenge, when things aren't going smoothly for us, they step in and go above and beyond to make our lives easier.

"More than anything they understand how we operate and the challenges of our young business. Often, we call outside of normal business hours and there have been times at Christmas when the challenges of supply and demand have meant the race is on to get larger consignments ready on time – on occasion we weren't quite ready when they arrived to collect, but they never said "no", and they bent over backwards to help make it happen, which is incredible when you consider their tight schedules. They've always provided flexibility and a genuine interest in helping us; they feel like part of our team and help our operation to flow smoothly."

Ed Sanderson, commercial director of Stephen Sanderson Transport, which secured the Motor Transport Haulier of the Year Award for 2018, said: "Every client we work with is treated like a family member, because we are a family business with strong values around how to treat customers – people, at the end of the day, buy from people.

"Warner Edwards is a unique and entrepreneurial product that requires a proactive partnership approach to respond to the demands of the expanding gin market, both in the UK and overseas. We are delighted to be part of their story and their journey – we raise a glass to their success."



**Independently distilled in small batches by husband and wife team, Tom & Tina Warner, our gins are created using only natural ingredients that are farm grown or locally sourced wherever possible.**

**Explore our range of six craft gins, including our global award-winning Harrington Dry Gin, distilled with our very own spring water from Falls Farm, at [www.warneredwards.com](http://www.warneredwards.com)**

WarnerEdwardsDistillery WarnerEdwards Warner\_Edwards





# GIVE ME A REASON

With three generations of the Reason family now involved with business, you might have thought that might be enough reasons why a customer might choose them over a competitor, yet there's more.....

We asked current Managing Director, Chris Reason some questions about the family owned firm.

**Q: Tell us about the history of the business.**

**A:** We've been operating for over 50 years, wherein back in the 1950's we started by supplying a fleet of tipper trucks that transported materials used to help construct the M1 and M6 motorways. This work was the start of our journey in becoming the transport specialists we are today.

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

**A:** Reason's longevity and success has been built upon foundations of total customers service, innovation and added value. We are committed to helping our clients find the right solution for their business by offering complete flexibility in what we do. Whether it's premium next-day services through to freight forwarding or pick & pack, we are here to add value in the supply chain. We of course back this up with strong IT systems, robust processes with a real focus on integration with our clients and the use of data and KPI's.

**Q: What were the primary reasons (no pun) behind your decision to join the Palletline network, and was the shareholding element of Palletline a major influence?**

**A:** Quality of service and strong communication have been cornerstones of our success and hence we needed to be part of a network that mirrored our philosophy. The majority of networks will parade these as inherent qualities, but in our experience, few consistently deliver. It was clear to us that with Palletline these attributes are abundant, with like-minded family businesses delivering each-others mutual customer promise. Undeniably one overriding consideration for us was the shareholding opportunity

within Palletline and hence our ability to directly influence the broader direction of the network business on which we rely. It also creates an environment wherein the network is focussed on delivering value to both its members and its members' customers, as opposed to solely driving profit for investors.

**Q: Where are your customer predominantly based?**

**A:** Our customer base extends far and wide, and with our position in the centre of the UK we have a variety of domestic and local clients as well as those based in North and South America as well as Asia and mainland Europe.

**Q: Do you have any imminent expansion plans?**

**A:** Since joining Palletline just a few months' ago, we have already increased our operator's licence by a further five vehicles in addition to growing our customer service and warehouse teams with five new starters. Our membership of Palletline will also enable us to look to grow our general haulage and secure storage operations.

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

**A:** Extremely! With the close support of both the Palletline management team coupled with that of the other

members, we have been able to immediately achieve our exacting standards.

**Q: Do you believe your customers will benefit from your membership of Palletline?**

**A:** The quality and service of the network will undoubtedly benefit our clients by enabling us to deliver on our promises and hence by growing their confidence in us and Palletline we would expect simply to win more of their business.

**Q: What are your future aspirations as part of the Palletline network?**

**A:** Our mission is clear. To profitably expand all areas of our already successful business. We will now be looking to greatly increase the number of network freight customers through Palletline, and as a result we will be able to significantly grow our value-added services portfolio. Palletline is now an integral part of our future strategy, and we firmly believe we have found the only network partner who can help us achieve sustainable growth.





# FLOWER POWER

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

Now that the summer's here it's time to embrace the longer days and put our green fingers to good use.

As bulbs begin to fade and herbaceous borders grow in leaps and bounds, sowing and planting out bedding plants can begin, hanging baskets can be assembled and vegetables can start to be harvested.

However, it's still important to make sure your garden is in shape. Here's some top tips on what to do in your mid-summer garden.

## Basic Maintenance

### GET RID OF WEEDS

As the weather becomes warmer, your garden will start to feel alive again. The weeds that you dread to see will start appearing, along with ivy and brambles too. It's best to get rid of them as soon as they appear, and you can always spray your garden with a wildlife friendly weed killer to keep them at bay.

### KEEP IT TRIM

To make sure that hedges grow densely and evenly, they should be cut several times a year. Ornamental grasses, perennials, evergreens along with rose bushes and shrubs also need pruning regularly.

### MOW YOUR LAWN

It's time to get back into the lawn mowing regime as the added warmth and sunshine will inject a new lease of life to the grass in your garden.

### REMOVE DEAD FLOWERS

Removing wilted flowers is not only done for aesthetic reasons, but also supports the formation of new flowering shoots. Some summer shrubs like larkspur, produce flowers a second time in autumn, when they are cut back after the main flowering.



## Flowers and plants to look out for

After preparing the garden it'll be time to think about making it colourful. Here are some popular summer flowers that are sure to bring life into any garden.

## The style

After tending to your garden with all the general garden care, it's time to start focusing on what style you're going for this year. 2018 is full of new and exciting garden trends, from colour blocking and natural materials to vertical gardening - there's something to suit every taste.

### COLOUR HIT

This involves creating blocks of colour, whether it's with a painted area behind a planter, coloured tiles or even a solid coloured outdoor rug. Living blocks of colour are on trend too; greens, browns and reds are easy to achieve by using plants. Use clever plant selections to get brighter colours such as pinks or yellows. Also pick plants that change colour seasonally, to give your garden a fresh lease of life every season.

### LIGHT UP

Outdoor lighting is not only being used to highlight horticulture but also to serve as mood lighting for outdoor events. Invest in some LED fairy or solar powered lights and create a walkway through your garden or simply decorate trees and bushes to add some sparkle.

### VERTICAL GARDENING

With garden space at a premium, plants are headed the same way as architecture; vertically. Taller plants have become increasingly captivating, serving as a great alternative for urban gardeners. Wall planting is set to be a big feature of 2018, so invest in some hanging shrubbery and create your own wonderwall.

### BACK TO BASICS

Instead of the clean-cut modern look, landscapers are going back to the DIY image of the 1970s. Expect more natural materials, running rivers and wooden



décor this year. To create a stress-free natural look try using repurposed old wood, driftwood, plant pots or even create a rockery.

### THE URBAN JUNGLE

Smaller houses, more people renting and a passion for seventies kitsch has led to a trend for more indoor plants. It's easy to create a small indoor garden with wall hangings, shelves and terrariums, adding a new lease of life into your home which is easy to care for. Look out for cacti as they are set to be the 2018 trend for indoor plants.

### OLD AND NEW MASH-UP

It isn't about choosing one style and sticking to it this year. Try bringing both traditional and modern elements into your garden to make it more eye-catching and unique. Pair handmade artisan wares next to furniture with a modern design or in front of a painted wall.

### NEW PLANTS ON THE SCENE

Last year it was a Calendula, along with the Mountain Pepper and Golden Duchess. This year gardeners are keen to find plants that can stand up to the tough weather. Fleuroselect have mentioned that 2018 will be the year of the Zinnia, Bean and Begonias.

### COMFORTABLE SEATING

Gone are the days of hard wooden benches or metal chairs, now it is time for comfortable outdoor seating. Invest in some colourful cushions and throws for your furniture. If you want something more unusual, try a swinging round seat or daybed.

### HYPERLOCALISM

Plants or vegetables with a local connection are set to see a boom. This year locally sourced plants are set to come back into fruition. Look at plants native to your local area and take inspiration from nearby woods, parks or hedgerows. If plant spotting isn't your thing, talk to a local nursery or garden centre about what would suit your garden.

### OUTDOOR KITCHENS

Garden kitchens go perfectly with outdoor seating. BBQs are not the only thing outside anymore, gradually fridges, work surfaces, sinks and fire pits have made their way outdoor and this trend will only continue to grow.

### TRY WATER GROWING VEGETABLES

Having a constant supply of fresh organic vegetables is difficult if you have limited garden space. Re-growing vegetables is quickly becoming a time and waste solution. Try putting the roots of various vegetables including celery, green onion and cabbage in a water bowl and watch them re-grow.

### Aster

These thrive throughout the summer and bloom nearly non-stop in the fall if you keep the spent flowers picked. The daisy-like flowers come in lavender, pink and white. Plant in partial sun and keep soil moist.



### Dahlia

Available in bold blooms in a range of vibrant colours. Plant in full sun as they grow more blossoms with six to eight hours direct sunlight. Rich, well-drained soil.



### Bearded Iris

Classic garden tubers with beautiful ruffled blooms and a light fragrance. Plant late summer in a sunny spot, with well-drained soil. Need at least six hours of sunlight per day. Plant a minimum of 16 to 18 inches apart.





## EXPANSION IS THE NAME OF THE GAME AS EFM JOINS PALLETLINE



**A** growing Northamptonshire haulage company, which began life in 2005 with just one tractor unit, has joined the Palletline network to help realise its further expansion ambitions.

EFM Distribution, which has grown to almost 30 vehicles in 13 years, has set its eyes on additional expansion, particularly in its network freight and warehousing offerings.

Although a previous Fortec member, there has been a long-standing relationship with Palletline for many years.

Managing Director Phil Minney said: "EFM was started on March 1st 2005 with one tractor unit, carrying out Palletline collections and trunking for Europa Northampton. We built

our customer base and placed all our overnight freight through Sanderson Transport, and carried out trunking to the Palletline hub.

"We eventually joined Fortec, because of the lack of availability of areas with other well-known networks. Due to the reliable service Palletline offered we continued to use them for all our Amazon freight. We now operate 28 vehicles of various sizes delivering to all parts of the UK on a daily basis.

"We have just recently obtained our own warehouse facilities after trialling it at one of our customer's premises. We now feel the next step is to expand this operation, which will benefit all other areas within our business."

He said the variety of their general work, required a stable partner to

take the business forward in a more sustainable way.

"We depend on an overnight network due to our work being so varied in quantity and destination, giving us more capacity to cope with the larger loads.

Our customers require reliable service at a competitive price, principles which we have built our business on, so when the opportunity arose for us to become full Palletline members, we jumped at it. This move is a strategic decision which will cement those guarantees to our customers," he added.



## JACK RICHARDS JOINS THE PALLETLINE NETWORK

**O**ne of East Anglia's oldest-established logistics providers, which even has a museum dedicated to its name, has joined the Palletline network.

For over 60 years Jack Richards & Son Ltd, based in Fakenham, Norfolk, a town mentioned in the Domesday Book, has operated road haulage services around the UK, palletised-load distribution across Europe and localised warehousing and storage.

Jack Richards and his wife Gladys started the business in 1956 with one lorry carrying fresh produce to the Midlands markets. Today it boasts a fleet of more than 300 trucks and 750 trailers operating from 13 sites and delivering to all corners of the UK.

The founder, who passed away in 2014, left a legacy of a thriving local enterprise and today a museum bearing his name is located at the business headquarters.

Previously part of the Palletways network, the business was looking for a partnership that reflected its forward-thinking and customer-focused ethos.

"We were attracted by Palletline because of the Member ownership model and success of the business platform. The fact that members have a share and say in the running of the operation fits with our ethos of service and loyalty," said Managing Director Peter Brown.

"It has been two years of careful planning and consideration to make the investment to join Palletline which complements our core haulage business and spreads our customer profile. Jack Richards is a company that has always aimed to work with all businesses as a collaborative relationship rather than a supplier customer agreement.

"As technology and the markets move rapidly, we needed to make sure we had stable and well formulated plans for the future. For us, we believe this will be yet another good decision for

this long-established family company that has built its success on integrity, service and loyalty to its staff.

"The name Jack Richards is held in high esteem and we believe this alliance adds core strength and value to both brands and its fellow members. This move will demonstrate to our customers that we can provide the very best in service in a competitive market. It will be an organic growth model to which we hope to share some best practice and innovations in the industry," he added.

Managing director of Palletline Graham Leitch said: "Jack Richards is a well-established family business firmly rooted in the East Anglia postcode areas that it will look after on our behalf – we are very proud to include this esteemed brand in our growing family. There is a synchronicity in the values of both of our businesses which will ensure that we grow together."





# NINGBO DISTRIBUTION OPENS A NEW FACILITY IN PURFLEET



**A national logistics company that learned the business ropes hiring tents and marquees for festivals, has set out with a strong growth trajectory with the opening of a new southern facility and the recruitment of new employees.**

Ningbo Palletised Distribution, named after one of China's oldest cities on the old Silk Road – the ancient trade corridor between east and west – where it also has an office, opened a new depot at Purfleet, Essex close to the M25 – one of the UK's busiest trade routes.

From there, the company will now deliver to the Romford and Ilford postcode areas of the capital as part of the Palletline network. In addition, Ningbo will deliver its own freight in south-east London and east London.

The decision was a strategic one for the company, which is headquartered in North Wales, according to managing director Chris Stockton.

"My aspirations for Ningbo London are simple. To make it pay. Everybody will know the costs of a new start-up depot, which has been a hot topic in Palletline and the network sector recently due to the shortage of quality transport companies in the south east. The new depot needs to deliver 300 pallets a day, and input 250 within the first year. The input side is difficult to get that volume of return freight with a good enough margin in it. We are delivering just under 200 pallets a day at the moment which increases in phase 3 before Christmas.

"We are active in the market to generate new customers to balance our deliveries with input. We have started well with about 25 pallets a night to add to the 20 collections, rising as this is written to 90 with the addition of two new customers. We have a couple of big accounts starting early August which will further help. Our sales manager is based in the south-east full time, and he has a good track record in the industry, and specifically the network sector.

Chris said: "The hardest part has been recruiting and training drivers for a new standing start. This was no surprise.

"The new London premises are in an ideal area to continue a fantastic period of growth for the company. The depot is just off the M25/A13,

and is part of a densely populated area, which we hope will lead to a decent amount of applications. My main fear was not being able to employ quality staff and good drivers. We were able to take on four employees of a former Member who already had Palletline experience which has been a huge benefit in the traffic office. Simon Hazelgrove is in charge who has a wealth of relevant experience in the sector and is a truly passionate person which is key.

"It's an exciting time to join Ningbo as we start up a new era of activity – anyone interested in playing a part in our dynamic team at either the Wrexham or London depot, please get in touch. The business is only as good as our employees, and I put huge emphasis on this."

Despite the difficult market the business has managed to recruit 14 drivers, eight for HGV deliveries, four for night trunking, a further four for daytime HGV sub-contractor work, and three forklift operators / van Citiloaders drivers to fulfil its contract obligations.

Eight used vehicles worth a combined £250,000 and six trailers have been acquired for the London routes, plus two Citiloaders, and the company has invested £15,000 into training for new staff.

Ningbo's headquarters in Wrexham, has also benefited from the new venture with an additional pair of hands in an accounts support role. In addition, other support services for the new Purfleet depot will be handled from North Wales.

The business has come a long way since the early days, said Chris who is also MD of sister business Ningbo Furniture, a supplier of contract furniture.

"I set up working for myself in 1994 under the trade name of Four Seasons Beer Tent Co Ltd, although we have traded as Ningbo for years. We operated lorries setting beer tents up at shows and festivals.

Several would need 30 daily staff, and take in excess of £25,000 a day. I also then set up in marquee and furniture hire, providing marquees for shows, weddings and Haydock, Chester and Uttoxeter Racecourse.

"The furniture hire side became its own business and grew to an extent that I travelled to Eastern Europe and then China to buy and import direct. I have a friend who owns a factory in Ningbo and I still have a desk in his offices where I base myself annually now. I used to be there a lot setting up our supply chain. We still use the same seven factories now, but to sell conference, hospitality and hotel furniture not hire it.

The business grew to the point where it became a strategic necessity to join a pallet network.

"We tried other networks but did not like the service and Edge Transport took the work on which was extremely successful. We had started delivering nationally anyway and it was the obvious route with our own pallets now exceeding 30 a night.

"Our reasons for joining were that I believe that networks and partnerships will still grow, and are not yet fully matured. The nature of business is leading to more timed-specific deliveries and smaller consignments, and I believe that there is still a good model in the network ethos.

"We genuinely care about service - nobody could try harder in a very remote area covering SY and most of LL20-LL77 with getting on for 200 pallets, plus our own freight totalling 450 delivered pallets a day, which is no small job.

"Palletline offers the lowest cost base to trade, and as shareholder members, we have some input into decisions steering the business which I like, plus there's a lot of like minded people running member businesses.

"The Palletline team has been very supportive throughout. I'm glad that 12 months' work setting up Ningbo in London, has finally started trading, and that we have pulled off what we planned together.

"I'm a stone lighter after the first two weeks, which tells you how involved I've been, initially. The Welsh team has helped in many ways, but especially by keeping everything at Wrexham on an even keel. It has been bolstered further by our taking on Tim Roper as operations director earlier this year which has helped to free my own time up.

"Tim brought 17 years of experience with him from driver to regional level at Freightroute, and a wealth of knowledge and passion to help take us forward allowing us to open a second depot. Tim's passion is equal to mine, and his regulatory knowledge and drive for performance with safety in place and in mind is second to none, backed up by four experienced and long-standing managers, and an 80-strong team across the whole business. I'm genuinely very proud of them all."

Graham Leitch, managing director of Palletline, said: "Ningbo's presence in the south-east at Purfleet is a bonus to the business as the organisation brings drive and energy to all of its strategic ventures.

"As a former tent company, it knows the ropes, but we look forward to helping Ningbo build upon the solid foundations it has established, not to mention its journey from Silk Road to the slip road of the M25 - a journey well-travelled."





PROUDLY PRESENTING THE **NEW** PALLETLINE

# LIVERY FOR SCOTLAND

WITH **ARR CRAIB**



Line Magazine sent the photographer north to capture the very first new Scottish liveried vehicle courtesy of ARR Craib in Aberdeen.

Our Driver, Ann Porter, was a great help and took the photographer on a tour of Aberdeen so we could snap the vehicle in as many locations as we could in just a few hours. We'd like to extend our sincere thanks to the team at ARR Craib.

The Scottish Livery is made up from the Skylines of Aberdeen, Edinburgh and Glasgow.

We were also lucky enough to catch up with Eddie Anderson, CEO of ARR Craib who offered these words of support for the new livery designs.

*"Here at ARR Craib we are very pleased to be the first Palletline member to introduce the new Scottish livery as part of our fleet. Palletline has great national presence of course, but we welcome the regional focus as it adds the personal touch in Scotland whilst further emphasising both ARR Craib's long-standing heritage as a Scottish business and also that of Palletline."*

*Our employees were very excited to see the new livery for the first time and we fully expect our customers to welcome the change".*

Eddie Anderson  
CEO, ARR Craib



**NEW FOR 2018**

We hope you enjoy our Scottish photo gallery and we look forward to meeting other members who are looking at adopting one of the new regional liveries.

Livery designs available currently are:

**London  
The South  
The North**

**Scotland  
Wales**

.....and also showcased here is the new Midlands design

....and coming soon are Yorkshire and East Anglia

If you have any comments or requests regarding livery designs, please contact Palletline Marketing.



Midlands

**\* COMING SOON: YORKSHIRE AND EAST ANGLIA \***



# 2018 ANNUAL AWARDS

Thinking back to Monday morning 12th June 2017. 25th Anniversary celebrations are all over. Time to sit back and reflect on the evening's success? No, it's now time to start thinking about what we can do to make the 2018 Awards Evening as much a success! The challenge had been set.

No point in trying to top that amazing evening last year at the Hub - that was a one-off special celebration. Nevertheless, we had to come up with something innovative and fun. Last year's event was all about the past, the previous 25 years. This year would have to be all about looking to the future ..... and what could be more futuristic than a real live robot?!! Titan The Robot was much admired by many and somewhat scary for the few! He entertained us at the drinks reception and during the meal, and then he needed to rest up and recharge his batteries to be fit enough for the photo shoot during the awards!

We had a very interesting (and emotional) short talk and video on RoSPA's "Brighter Beginnings" appeal and thanks to those who gave so generously. RoSPA were very appreciative of the monies raised.

Graham Leitch's opening words were all about the Rolling Stones I recall, and interspersed appropriately with snippets of some of their greatest hits! Jim Welch's welcome speech highlighted the success of Palletline as the only remaining member owned network, with high levels of service at low cost (and long may it continue that way). Both hard acts to follow .... but Sean Lock managed it and had us all holding our sides with laughter and wishing he could go on for longer.

And then came the highlight of the evening, the Awards themselves! It was great to see the look of surprise and delight on all of the winners faces as they walked up on stage to be presented with their Award. A proud moment for all of them.

With everyone in high spirits, having been wined and dined in splendid fashion, we danced the night away to the fantastic Funk Soul Brother band followed by DJ Danny.

And then it was all over for another year. A whole year of brainstorming, planning and organisation, with stress levels at times high, but rewarding to look back and say, yes it went well and yes, it was a success! And now? Well, preparations are already underway for the Palletline Awards Evening 2019!!

*Sue Herbert*

Sue Herbert, Executive PA







We are extremely proud to announce that during our awards evening our guests managed to raise an impressive **£2,178.50** for RoSPA's Brighter Beginnings Appeal. Thank you to everyone who donated, by raising these vital funds you have made a real difference.

Palletline's Health and Safety Manager presents the donation to Frances Richardson, Deputy Chief Executive of RoSPA at the RoSPA Health and Safety Awards, where Palletline was presented with the Gold Medal Award.





# AND THE AWARD GOES TO...

## THE MEMBER OF THE YEAR AWARD

### SHEPHERD DISTRIBUTION



"Once again the prestigious Palletline Awards was a great night with over 500 guests in attendance; the evening included a fantastic meal; live music and an appearance from a futuristic giant sized talking robot which delighted and scared guests in equal measure!

"Shepherds winning the award for Member of the Year 2018 which is voted for by the 70+ members within the Palletline network was the icing on the cake for Shepherds and our dedicated staff; I would like to say a massive thank you to all of our hardworking employees who have been pivotal

to Shepherds success and congratulations to other award category winners on the night. It will be a night that myself and colleagues will remember for a very long time!"

*Laurence Abel, Managing Director*

*Photo: Graham Leitch, Peter Sheedy, Paul Moorhouse, Laurence Abel, Diane Mayne, Mark Makings, Ryan Paskin, Stewart Carr, Shaun Morris, Adrian Smith, Gary Pollard, Jack Paskin, Tanya Storey, Steve Race, Paul Moorby*

## THE OUTSTANDING COMMITMENT TO THE NETWORK INDIVIDUAL AWARD

### ALLISON THOMAS OF TDW DISTRIBUTION

*Photo: Andrew Williams, Allison Thomas, Graham Leitch*



"I am absolutely thrilled and overwhelmed to have been chosen to accept the 'Outstanding Commitment to the Network – Individual Award'. It's such an honour and I am very humbled by the award. I'd like to thank TDW Distribution for their support and encouragement and say a big thanks to my dedicated team."

## THE SERVICE AND TOP LINER AWARDS

### MASTERS LOGISTICAL SERVICES

*Photo: Steve Rice, Terry Baker, Nicola Owen, Graham Leitch*



"We are extremely pleased to be recognised for the hard work and commitment our team have shown, each member of the team works tirelessly to ensure we attain the highest KPI score week on week."

*Paul Upton, Managing Director*

## THE NEW MEMBER OF THE YEAR AWARD

### TRUSWELL HAULAGE



"Moving pallet networks is a daunting task for any company to undertake. Here at Truswell we have carried out this exercise three times over the years to finally arrive where we have always wanted to be and that's with Palletline."

So, after all the effort the Truswell team put into leaving our old network on good terms, then learning the systems of Palletline, striking up new relationships within the membership and generally settling into the family it was most rewarding for us to win the new member award. Particularly as Palletline are attracting such

high-quality companies who, like us, feel privileged to be given the opportunity to join. All the directors, management and staff would like to thank all the members who voted for us and we are absolutely delighted to have received the award."

*Ian Truswell, Managing Director*

*Photo: Graham Leitch, Ian Truswell, Sarah Hewitt, David Batty, Stephanie Gleed, Paul Woodward, Paul Winstanley, Robert Gosling, Andrew Blanch*





## THE OUTSTANDING COMMITMENT TO THE NETWORK MEMBER AWARD

**KINGS  
TRANSPORT**

"Firstly, we want to thank everyone at Palletline involved in arranging the awards night. Even without winning the award it would have been a very special night. Needless to say, from our reaction on the night we were all overwhelmed (and a little over excited) with being awarded the 'Outstanding Commitment to the Network award'. It was fantastic for everyone in our team to realise their hard work and effort over the last 12 months has been recognised and it has certainly boosted morale in the office. Having this achievement has also helped our sales team to win new business. It has been great to be able to say we have won an

award within the most successful UK Pallet Network. Thanks again to everyone at Palletline who thought of us. We are all looking forward to coming back next year and in the meantime, we are ready to assist again when needed".

**Rob Evans, Director**

*David Allen, Jason Stoker, Shannon Prior, Tess Venturoli, Dave Caulfield, Martin King, Glenn Baker, Nigel Vickery, Paul Davis, Michael Rankine, Cat Foreman, Charlie Brett, Duncan Ashley, Rob McAlindon*

## THE COMMERCIAL DEVELOPMENT MEMBER AWARD

**BOUGHEY  
DISTRIBUTION**

*Photo: Lynsey Cotton, Jon Spall, Graham Bond, Josh Beckett, Jason Ward, Patryk Gaudy, Keith Forster, Glenn Baker, Rebecka Ollier, Zoe Taylor, Liza McLean*



"We are delighted to receive the Commercial Development award, and all credit and recognition goes to the Boughey/Palletline team for managing the huge increase in our input volume. The event was also a great success - good food and wonderful entertainment in equal measures, and winning the award was the icing on the cake."

**Keith Forster, Managing Director**

## THE COMMERCIAL DEVELOPMENT NEW MEMBER AWARD

**H.E. BALDRY  
(HAULAGE)**

"The whole team at H.E. Baldry (Haulage) were delighted to receive the award for Commercial Development – New Member, it was a complete surprise and one we are very proud of achieving. It is fantastic to be recognised for our efforts



*Photo: Angela Wickens, Alison Baldry, Matt Baldry, Glenn Baker, Chris Baldry, Dave Baldry, Dave Caulfield*

after only 9 months with the Palletline network. The evening was a great way to meet fellow members and to celebrate the network's successes."

**Matt Baldry, Transport Manager**

## THE HEALTH & SAFETY AND THE TOP LINER AWARD

**SIMMONDS  
TRANSPORT**



"Simmonds Transport were delighted to have been successful at the recent awards ceremony in Birmingham and especially as we have been successful in the Health & Safety Category. This sector is an extremely high priority for all directors, staff and employees and shows the continual hard work and dedication from all of our teams has been recognised within the Palletline family.

Once again, a wonderful evening was presented and organised by Sue Herbert and her team and a thoroughly good night was had by all. We at Simmonds Transport are humbled greatly by our award and are

extremely proud to be a small part in the team that is Palletline. Long may it continue.

On behalf of Simmonds Transport, I would like to congratulate all of the recipients of awards on the evening but also thank every depot for their continued dedication to the service week in week out."

**Jeremy Wilson, Operations Director**

*Photo: Richard Gutsell, Jeremy Wilson, Paul Dodd, John Wassel, Mike Collins, Steve Powell*



## THE BEST TRUNKING DEPOT NORTH AWARD

### DRUMMOND DISTRIBUTION

"After ten years of service to Palletline, we are delighted to receive the award of Best Trunking Depot - North Award 2018. This is a tremendous achievement from all the team and a tremendous effort from our Drivers who steadfastly complete their duties in all weathers. It is also a great accolade, despite the various Road Traffic issues we have faced over the past year."

Damon Burns, Commercial Director



Photo: Graham Leitch, Pamela Ross, Otis Drummond, Bert Drummond, Damon Burns

## THE BEST TRUNKING DEPOT SOUTH AWARD



Photo: Nathan Powell, Richard Gutsell, Nichola Amey

### CASTLEDENE TRANSPORT

"I am really happy for all of my team at Castledene who have involvement with Palletline. It's a combined effort of every individual, always giving 110% effort all year round. So for them to be acknowledged with the award for Best Trunking Depot – South, that is great."

Nichola Amey, Depot Principal

## THE TOP LINER AWARD FOR ACHIEVING SIX CONSECUTIVE MONTHS OF KPI EXCELLENCE



### ANGLIA FREIGHT

"Staff at Anglia Freight Ltd were absolutely delighted to be awarded the Top Liner Trophy with 4 other depots at the recent awards evening. This recognises the hard work and dedication of our team over in Suffolk and demonstrates high level service consistency over the year period. We really appreciate being included in this award and being part of a member owned network with an abundance of outstanding haulier partner members. We know our freight is always in very safe hands!"

The awards evening itself was outstanding, and all the team enjoyed the event and the opportunities to meet and chat with peers from across the membership, strengthening the Power of Partnership."

Pete Holden,  
Pallet Network and IT Director

### STEPHEN SANDERSON TRANSPORT

"The Top Liner award did come as a complete surprise for all of us and we're very honoured to have received it. Delivering the goods on time, in full and doing the job right is something that we're proud of; the team very much view this as a trademark of our partnership with the Palletline network. I do however have to acknowledge the work and effort that our Palletline Manager - Graham Marlow puts in to this. He continues to do a remarkable job in managing the team of drivers, loading staff and administration, for which we are extremely grateful. This award completely acknowledges the effort that both he and his team contribute to our business."

Ed Sanderson,  
Commercial Director

### EDGE TRANSPORT

"We were delighted to win a Top Liner Award as it recognises all the effort that the team have put in. We're proud to be acknowledged as one of the best service providers in the Network. The event itself was excellent – well organised and thought through. It was great to catch up with all the other depots and Sean Lock was brilliant. Everyone on our table had a great night."

Jonathan Edge,  
Managing Director

Photo: Anglia Freight,  
Masters Logistical Services,  
Stephen Sanderson Transport,  
Simmonds Transport



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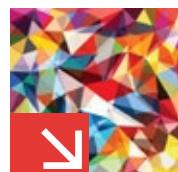


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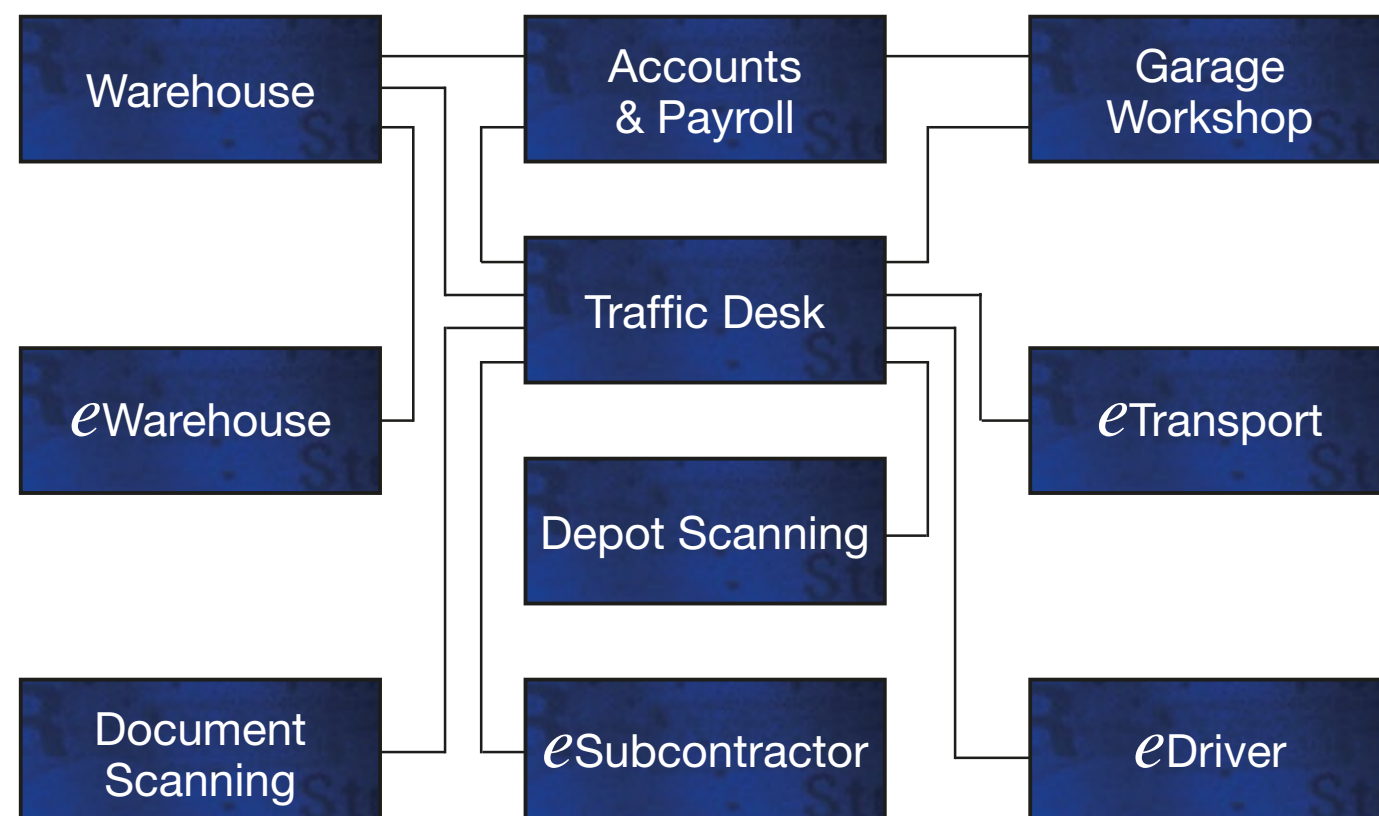
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**Contact: John McMahon 07584 587045 [john.mcmahon@still.co.uk](mailto:john.mcmahon@still.co.uk)**

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

# LONDON

Fun for the whole family!



## An interview with T B Davies, the ladder specialists based in Cardiff

With a heritage spanning four generations  
we explore the long-established business  
and their relationship with supply chain  
partner, Alan R Jones and Sons.

## Our Award-Winning Members

Stephen Sanderson Transport, Miniclipper  
Logistics and Expect Distribution were all  
winners at this year's prestigious Motor  
Transport Awards.

...and of course, lots more!

If you would like to feature or advertise in the magazine  
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Wishing you a great read from the editorial team.

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