

Contract Packing

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A welcome break

Logistics provider **Rhys Davies** is helping continental European brand manufacturers expand into the UK market.



Rhys Davies Freight Logistics helped BARENS Chocolate to break into the UK market.

Rhys Davies has helped Swiss company BARENS Chocolate break into the UK market by warehousing and distributing its product throughout the UK.

Rhys Davies runs its business with 400 staff and 170 vehicles at eight operating centres throughout the UK. It offers re-working, re-packing, quality control, auditing and across-the-threshold deliveries to businesses.

Recent British Retail Consortium (BRC) accreditation for its storage and distribution services for ambient food and food ingredients, consumer products and packaging, made it 'the perfect choice' for BARENS Chocolate.

The Rhys Davies strapline, 'More than just transport' says it all. The company provides BARENS with a full cycle service from customs clearance to distribution.

The chocolate is stored at its Haydock warehouse, giving BARENS a UK-based warehouse for its products. Distribution is carried out using tail lift trucks, allowing BARENS to offer overnight delivery across the country.

Ilya Medvedenko, director of BARENS Eurotrade and responsible for the company's development in the UK and EU, explains: "As soon as we have an

order, Rhys Davies packs the products on to a lorry and distributes it to the customer's warehouse. Our customers are large national and small regional wholesaler companies, who then resell into the shops."

Mr Medvedenko says that he had the option of 10 different logistics companies but he chose Rhys Davies over its competitors. "Rhys Davies had a better understanding of what we needed as a UK start-up company. Their proposal offered us better flexibility in warehouse spaces and their prices were very reasonable."

Mark Richmond, managing director of Rhys Davies, says that for European companies trying to break into the UK market, the logistics of it all can be very complicated: "We offered BARENS Chocolate a service that would make this transition smooth and easy for them. They have enough to think about, without having to worry about deliveries and storage. That's our job."

Ilya Medvedenko remarks that he has been particularly impressed with Rhys Davies' capacity to deal with any problems that may arise: "Their response time is very quick. If any issues arise, Mark and his staff seem to be able to come up with solutions very easily."

"I know I can rely on them completely and that our products will always be delivered on time and with care." ■

» www.rhysdavies.co.uk



'More than just transport', Rhys Davies re-packs and offers quality control.

Austrian wood floors take off in the UK

Austria-based manufacturer Tilo GmbH is using Rhys Davies Freight Logistics to distribute high quality, natural wood flooring and for warehousing at Haydock, to expand its reach into the UK market.

Sandy Anderson, sales manager of Tilo, says that distributing the product all the way from Austria to outlets in the UK was not a viable option: "To transport the flooring to customers in Britain would end up costing as much as the flooring itself. And that's not to mention the time constraints and inconvenience of it all."

Most European manufacturers that are looking to break into a new market have three choices: find a distributor in the UK, set up its own premises or find someone to hold it and ship it to the shops. Tilo could not warrant establishing a headquarters in Britain at such an early stage in its UK development so when Rhys Davies offered the company this far more economic solution at the end of last year the two companies began working together.

As a result, Tilo keeps operational costs very low. "It saves us paying out for our own warehouse, staff, vans, phone lines, none of which will be used to their full capacity at this stage. This way, Tilo products can sit in Rhys Davies' warehouse for a nominal fee and be distributed across the UK overnight."

Mr Anderson says the staff's attitude at the point of delivery is what has really impressed him. "I am a strong believer that the last person that the customer sees is the one that leaves a lasting impression. We trust this responsibility to Rhys Davies."

Mark Richmond, Rhys Davies managing director, adds: "When you are delivering products on behalf of a company it is essential that you understand what sort of impact good or bad service can have. We try to instill this in our staff with our in-house training. They are ambassadors for Tilo's business, so it is vital they make sure their customer is happy - so that Tilo is happy."

» www.tilo.com