

# The grass is greener with Palletways

Distribution of goods can often cause a headache for suppliers to the garden and leisure industry because of the seasonal peaks in demand, as well as the vast number of outlets requiring deliveries.



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However, more and more suppliers are beginning to see the benefits of using pallet networks to provide their garden and leisure retail customers with Just in Time deliveries and enhanced stock availability for consumers.

Hozelock, the UK's market leader in the manufacture of high quality gardening products, has been using Palletways as its preferred pallet network provider for nearly four years after recognising that such a distribution channel was the most cost-effective for small consignment deliveries.

Palletways distributes Hozelock's goods from the manufacturer's North Birmingham-based production and distribution centre to every garden centre across the UK and Republic of Ireland, as well as major DIY stores, making a total of over 2,000 outlets.

The Palletways network, the largest of its kind in the UK, comprises 100 plus depots operated by established and highly professional independent transport companies, known as Palletways members, who combine each others' resources to deliver goods throughout the UK overnight or on an economy basis via three hub operations in Lichfield, Edinburgh and Greenford.

Following the collection of Hozelock products in North Birmingham, they are transported to the appropriate hub, where sophisticated information technology processes the freight and sorts it into designated areas within the hub.

Palletways members then return to their local depots with the Hozelock goods they have been assigned to deliver

on behalf of the network and from here they are distributed to their final delivery points.

Palletways has introduced high-speed connections to the internet at all its depots throughout the UK, which is taking consignment track and trace capability to new levels. Data relating to every pallet consignment is sent in real time via the internet to two major servers at a central processing centre.

By accessing the Palletways website and entering their unique login name, Hozelock personnel can access information on the status of any consignment they have put through the network – from point of input into the network system through to the final delivery.

Hozelock also takes advantage of Palletways' unique consignment stockholding facility Stargate Logistics,

which is situated alongside the Palletways network.

By holding stock at Stargate Logistics, Hozelock can place delivery orders much later than the norm and meet the replenishment demands of their garden and leisure retail customers during seasonal peaks or special product promotions.

Rick Aldwinckle, Distribution Manager at Hozelock, comments: “The Palletways network is the ideal logistics solution for Hozelock. As we have thousands of delivery destinations, it is vital we have a completely reliable and cost effective means of supplying our customers on time, every time.

“Stargate Logistics is also one of our tried-and-tested methods of keeping on top of supplies during special promotions. In addition to using the network on a daily basis we also store specific products, when necessary, for up to three weeks at Stargate Logistics, which guarantees we can replenish products to each of our retail outlets quickly and efficiently. This in turn enhances our competitiveness.

“Finally, the fact that we can use Palletways sophisticated track and trace system to check the status of our consignments and receive scanned PODs online the day after delivery gives us complete peace of mind.”

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