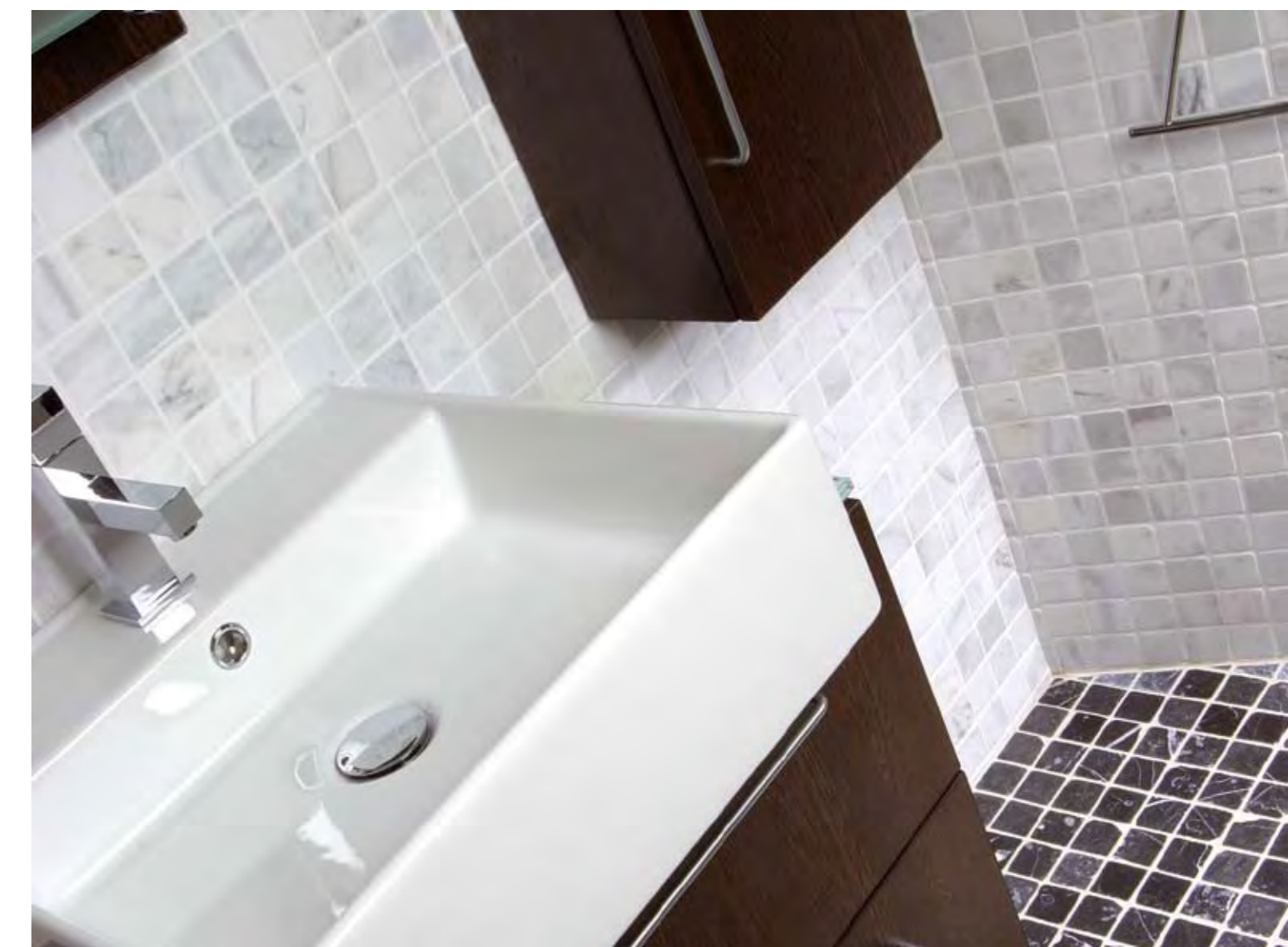


Overnight on the tiles

The Romana Tile Company, one of the UK's leading tile importers which supplies wholesalers, construction contractors and individual customers across the country, uses the Palletways network for cost-effective distribution of its products to some 400 delivery points throughout the UK.



"The flexibility of The Pink Link service via the Palletways network allows us to deliver each order as efficiently as the next, regardless of size."



Palletways member, The Pink Link, based in Huddersfield, distributes The Romana Tile Company's goods from the company's distribution centre in Leeds to all 250 branches of Topps Tiles across the UK, as well as to nationwide construction sites and the homes of individual customers.

Richard Whitaker, Managing Director of The Romana Tile Company, says: "A pallet network was the ideal solution, as although most of our orders are around 250kg of tiles, we often have orders ranging from a single request for 10 metres of one particular tile, to a full pallet weighing a tonne. The flexibility of The Pink Link service via the Palletways network allows us to deliver each order as efficiently as the next, regardless of size."

Key to the success of Palletways is the leading edge and bespoke IT the company has developed and implemented to drive the network operation. Palletways has introduced

Palletways has introduced high-speed connections to the internet at all its depots throughout the UK to enable an unrivalled track and trace capability.

high-speed connections to the internet at all its depots throughout the UK to enable an unrivalled track and trace capability. 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, The Romana Tile Company can obtain 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.

