

Paving the way for a new relationship with Royale Stones



Background

A leading home and garden supplier of high-quality paving, tiling and bathroom products with showrooms in Watford, Peterborough, Birmingham and Lincoln, Royale Stones serves tradespeople and delivers direct to consumers.

A wide variety of paving products are stocked, including Indian Sandstone, terrazzo, porcelain and granite, which are ethically sourced from around the world. As a family run business, the company prides itself on exceptional customer service and offers custom-made solutions to suit all budgets and styles.

The brief

Palletways is Royale Stones' sole service provider in the UK. Paving stones and indoor tile products are collected daily by Palletways from the retailer's main site in Lincoln and transported to customers through Palletways' hubs in the Midlands and the South East. Product for its bigger volume lines is stored at Palletways' national hub to provide a cost-effective solution, whilst a warehousing, pick, pack and despatch service operates across a restricted range of its faster moving lines.

Palletways moves a full load a day, on average around 40 pallets – to tradespeople and consumers - with flexibility to scale up if required.

Our solution

Damian Gilbertson, Corporate Sales Director, Palletways UK, said: "We're delighted to be working with Royale Stones to transport its goods efficiently, sustainably, and safely. Their products are high quality so it's important that orders arrive well packaged and without any issue. Electric pump trucks are used to offload products from the tail-lift to kerbside and, where possible, our drivers help manoeuvre pallets into position for installation. We make use of smaller trucks too for harder to reach home delivery locations.

"Delivery strategies to suit the customer are key and we work proactively with the customer's team to scale up and down as required to meet seasonal peaks, to help Royale Stones achieve even more success."

Steve Saunders, Operations Director for Royale Stones, adds: "We've developed a collaborative relationship with Palletways to grow and support our business. Palletways is a specialist in its field delivering solutions to meet our logistical challenges and provides high-quality customer service across our distribution hubs and showrooms to customers.

"The expansion of our Minworth store is a good example we've invested to meet increased demand and Palletways is a key part of achieving that. We changed suppliers to reduce the high number of damages we were experiencing and Palletways was the clear favourite. Its approach has improved our 'last mile' delivery service across the country and we're very satisfied with the service we're receiving, as are our customers. End customers appreciate the detailed information they receive and a two-hour delivery window enhances our reputation further."

for more information

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