

First class logistics support - with a cherry on top



Background

SD Parr are importers and distributors of glacé fruits and supplies a variety of products to the retail, catering, bakery and food manufacturing sectors. The South Yorkshire-based firm uses natural fruit and vegetable dyes in some of its products which are not only rich in colour but add moisture and definition to cakes and biscuits. SD Parr has also developed a totally natural red glacé cherry available broken, in halves or whole.

The brief

SD Parr required the support of a logistics partner to handle the storage and delivery of its products to hundreds of customers across the country.

Our solution

Palletways member, Leeds-based Walkers Transport, was announced as the main haulier for SD Parr after a competitive tender process. SD Parr cited the strength of the Palletways network and Vision 20:20 strategy, designed to increase efficiency, as deciding factors in awarding the logistics account to Walkers Transport. Palletways' Vision 20:20 strategy – the largest single development undertaken by Europe's premier palletised express freight network - aims to improve operations, drive excellence and add value for its customers.

John Pedley, Managing Director at SD Parr, said: "We were really impressed by Walkers Transport. Its network, warehousing facilities and new Digital Information Hub all meet our business needs and we look forward to working with them. We see Walkers Transport as a partner who can help us grow our business and open new opportunities for us in the UK and across Europe, thanks to its ties with the Palletways network."

Richard Simpson, Group Managing Director at Walkers Transport, said they'll be moving around 2,000 pallets per year for the firm. He added: "SD Parr is a well-established business and a key supplier to the majority of UK retailers in fact almost everyone has had one of their cherries! Winning this contract is great news for us and supports our growth plans to be the market leaders in the distribution of palletised freight. Our collaboration will undoubtedly help us explore new markets in the food and drink industry."

Palletways' Digital Information Hub, part of its Vision 20:20 strategy, a first for the industry, provides extensive operational and customer data in real-time to improve processes, communication, traffic planning and vehicle utilisation.

for more information

Palletways

☎ 01543 418000

✉ sales@palletways.com

📱 @PalletwaysUK

