

Palletways brews up logistics solution for Brodies



Background

Brodies has over 150 years' experience in the art of roasting coffee and blending tea. Robert Drysdale, one of the company's founders, is credited to be the first tea manufacturer in the UK to produce breakfast tea. It's said that Queen Victoria during a stay at Balmoral enjoyed the blend so much she subsequently took a supply with her when she returned to England where upon it was renamed to become known as English Breakfast tea. Today, the company employs more than 40 members of staff across two sites in Edinburgh and Wales and boasts an annual turnover in excess of £7 million.

The brief

Brodies required a haulier to handle its domestic freight, delivering coffee, tea, equipment and ancillary products to the hundreds of premium cafes, hotels, restaurants and offices it supplies around the UK.

Our solution

Palletways Edinburgh delivers all of Brodies palletised freight across the UK. It collects and delivers on a daily basis, using Palletways' extensive range of delivery and pallet options including Next Day, AM, Timed and Economy, two to three-day services. Brodies predominantly use the Light Pallet.

Tom Drennan, Operations Manager at Brodies, said: "We've used Palletways Edinburgh for a number of years and this long-standing relationship means they have a fundamental understanding of our business and instinctively know what we need. Also, Palletways' industry-leading IT developments allow us to track our pallets right through to delivery which gives us the tools to help us provide exceptional customer service for our customers. In a tough retail environment, excelling in this field is a must."

Vanda Roberts, Depot Principal at Palletways Edinburgh, added: "Brodies use our unique Light Pallet and our online portal which features live tracking updates. This gives Brodies confidence and full visibility of their pallets. The drivers' mobile app captures a signed POD at the time of delivery and is available on-line within an hour.

"This is a great coming together of two local businesses and we couldn't be happier to partner with Brodies."

for more information

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