

Having a field day following contract win



Background

Rochford Garden Machinery, the UK's leading distributor of garden machinery, operates from a purpose built showroom in Wincanton, Somerset, and displays the largest selection of quality garden machinery in the country.

The company are suppliers of small electric lawn mowers and grass trimmers, petrol lawn mowers and brush cutters, hedge trimmers, chainsaws and lawn tractors for all sizes of garden.

As well as a comprehensive selection of general horticultural tools and machinery to undertake most tasks in the garden or estate, Rochford Garden Machinery also offers expert advice and usually supplies direct from stock at the time of purchase.

The brief

Rochford Garden Machinery needed a logistics partner to deliver goods to garden centres and garden machinery retailers across the country. Palletways, the UK's largest palletised freight network, is handling all pallets for the firm across the UK, including the larger garden tractors which form a significant part of Rochford's business.

Our solution

Steve Waterhouse, Business Development Director Palletways (UK) Ltd, said: "Palletways is providing customer service support and one of our network members, Just Vans in Frome, has operational responsibility for collecting freight from Rochford's site in Wincanton and injecting it into our hubs in Greenford and Lichfield. This contract win demonstrates the power of our network and shows that by working closely with our members, we can win sizeable new accounts."

Martin Haselup, Trade Sales Office Manager at Rochford Garden Machinery, said: "We are really impressed with the dual arrangement we have in place with Palletways and Just Vans. Palletways' new Digital Information Hub, part of the Vision 20:20 strategy, is the icing on the cake as its increased visibility will help enhance our own performance and processes."

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

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