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# hub

SUMMER 2021



NEWS FROM AROUND THE PALLETWAYS NETWORK

## Palletways Germany - pioneers of network's first online conference

Palletways Germany recently hosted a new-look annual conference which, for the first time in its history, took place entirely online!

[Read more about the virtual event on pages 8 & 9.](#)

# LUIS REPORTS...

At the time of writing, the summer months are almost over, the Euros have taken place with an exciting final between Italy and England, and the Tokyo Olympics are progressing although the lack of spectators made it feel very different from previous events.

While the world continues to try and deal with the fallout of the pandemic, there's an optimism that the ongoing vaccine roll-out will take us a step closer to normality, however, please continue to take measures to protect yourselves and your employees.

The Palletways Group has performed incredibly well over the last year, although there have been some challenges along the way as a result of exceptionally high volumes. Nonetheless, I think everyone should be proud of the way they have performed.

Brexit has, and continues to be, an issue that is taking up a considerable amount of management time. It appears that many customers and companies continue to struggle with the new legislation, paperwork and processes that are required to move goods between the UK, Ireland and mainland Europe. As a result, we've experienced a drop in consignments between the UK and the continent. We've also noticed the size of consignments has increased, whereas previously our niche was smaller consignments. We're starting to carry out a full analysis of what has changed. This will influence our service offering in the future, both from and to the UK.

In the meantime, we'll continue to streamline our systems and work with customs partners in each country to try and make the process



as easy as possible for everyone. There is no easy solution and it will take time before we are at the stage where it becomes a hassle-free process.

I'm delighted to confirm that our plans to expand into Eastern Europe started with the successful launch of Slovakia in May and we'll continue to investigate the possibilities of other countries in this area.

We have been extensively trialling new scanning technology which allows us to automatically scan shipments, photograph every pallet and capture information on cube and weight. This will provide full track and trace technology and allow for more accurate billing units. The trials have taken place in the UK and Iberia and we're now analysing the data to determine which of the technologies would be best for all networks. We're pleased with the results so far and expect to be in a position to make an announcement on this by the end of the summer.

After what has been such a busy period, I hope everyone has managed to take some time off over the summer months to recharge their batteries. As mentioned, please keep all measures and protocols in place where possible to avoid the risk of infection and to keep the business going.

Thank you again for your hard work over the past year.

A handwritten signature in white ink, appearing to be 'Luis Zubialde', written over a white horizontal line.

**Luis Zubialde**  
Chief Executive Officer  
Palletways Group Limited

## Technological enhancements improve network efficiency

Our commitment to innovation continues and we are now proud to inform you of new developments coming from the Palletways IT team!

### Book-in service upgrade

We've made some upgrades to the book-in service we announced at the end of last year. When customers select an economy delivery, particularly as part of our P2C offering, they now automatically receive a link inviting them to book their delivery via slots that are managed and made available by our members (instead of being offered a slot and if this isn't suitable they then enter the book-in route). This provides flexibility for the customer but also full control by the member.

### Automated pallet scanning

You're aware we launched our revolutionary Archway Scanning solution in 2012 and we're currently finalising plans for the next generation of automated pallet scanning.

This new and improved function, which will initially be available at all Palletways hubs, will automatically scan every pallet we handle. It will also capture an image and information regarding pallet weights and dimensions. This is in addition to the data we already record such as the date and time of the arrival and departure of the pallet at our hubs and operational sheds. Not only will this drive operational efficiencies, but it will also allow us to automate auditing and security checks every time we handle a pallet. All this data will feed directly into the Palletways Portal to offer full visibility to users.

The ultimate goal is to introduce a version of the same across all depots in all Palletways networks, ensuring that any pallet we handle is always scanned, photographed and checked for its dimensions and weight - providing the network with an unrivalled level of tracking.

# MEET THE MEMBER



In this issue of The Hub, we showcase UK member, Collect2Deliver, with views from Managing Director, Jeff Lawson.

## Collect2Deliver is new to the Palletways network. Tell us a bit about the company.

Our background is predominantly 'two-man' delivery and haulage, however, we wanted to branch into the movement of palletised freight, hence joining the network as Palletways' fully-fledged Fife member.

## What sets you apart from your competitors?

Our business has been built around our customers. We operate our own network across the UK which is powered by our own IT system and this, along with the use of the Palletways Portal, puts us way ahead of our competition.

## How do you keep motivated and ensure your workforce feels the same way?

Treat others as you expect to be treated, be fair, listen and give credit where credit is due. We've recently put development plans in place to allow our staff to undergo training even if it isn't specific to the role they're currently in. We also operate our own cycle to work scheme – we know cycling to work is good for us as individuals but it's also better for the planet and this small step is just the start of our commitment to reduce our carbon footprint.

## What do you most enjoy about logistics?

Every day is different. Just when you thought you had seen it all, something can happen that catches you off-guard. Not knowing what's going to happen next is exciting and is what has kept me interested in the industry for 12 years.

## Why were you keen to join the Palletways network?

The time seemed right for us to add palletised freight to our business which would complement our existing service offerings. Plus, I see the membership as a fantastic way to grow our presence.

## What are the benefits of being part of the Europe's largest and fastest growing express palletised freight network?

I've found the move from being a completely independent transport company to joining a European giant with domestic and international networks has massively helped to broaden my horizons. I've met people and been given opportunities that I wouldn't have come across previously. The whole Collect2Deliver team is excited to see how being a Palletways member will benefit our business.

## What are your thoughts on Palletways IT and technological advancements?

The Palletways IT system is first-class and light-years ahead of the competition. I have to say the Palletways' Portal handles operational activities exceptionally well.



## Who do you count amongst your biggest customers?

We're proud to work for many of the UK's best-known furniture brands, including SCS and Sterling Furniture.

## What does the future hold for Collect2Deliver?

We are currently working hard to increase our Palletways input to balance trunks. We intend to grow our two-man network across the UK and we're always on the lookout for like-minded companies to join us. We are also undergoing a management restructure and we intend to recruit new employees who can bring a wealth of experience and different perspectives to the business.

## MEMBER FACT FILE

**Facilities:** 24,000sq ft facility in Dysart, Fife

**Fleet:** An extensive range of vehicles from small vans to articulated units

**Postcode Areas:** KY Kirkcaldy area which includes 16 postcode districts in eastern Scotland within 13 towns. These cover most of Fife, plus the far south of Perth and Kinross

**Employees:** 35

# Hungary expands into Slovakia

The Palletways Group has expanded its Hungarian network to now include Slovakia which will operate from Hungary's hub in Batorbágy in the Western suburbs of Budapest.

Its prime location means it's well-positioned to perform as a cross-dock platform for the Hungarian-Slovakian cross-border traffic but also for handling domestic consignments.

The network will offer Palletways' full range of domestic and international services including a domestic next day Premium service, Economy service and AM delivery, all with full Track and Trace.

Area Manager, Marek Ondrejčák, will head up the Slovak area. He comments: "Slovakia shares a 655km long border with Hungary and there are strong cultural, commercial, and economic ties between the two countries so expanding the already successful Hungarian operation is a logical step to increase Palletways' geographical footprint in Eastern Europe.

"We've already recruited nine independent transport providers that bring with them a combination of industry experience, technical and operational excellence and an

unwavering motivation to expand Palletways' services. We're looking forward to seeing what we achieve as a collective over the coming months."

Peter Kovacs, Managing Director at Palletways Hungary and Slovakia, adds: "Slovakia has an advanced high-income economy. It has grown with an above-average rate compared with the overall EU average and it's a rapidly growing market. As the world's 35th largest exporter in the world, the value of Slovakian exports accounts for 89% of GDP and our international service will be a crucial element of this new network."

Luis Zubialde, Palletways' Group Chief Executive officer, concludes: "We launched the Hungarian network couple of years ago so to expand into Slovakia so quickly is a significant achievement. The expansion presents a fantastic opportunity for Palletways customers and members who can now deliver to even more European destinations. It also sends out a strong message to the marketplace about our unwavering commitment for ongoing growth."

With this expansion into Slovakia, the Palletways Group now covers 24 European countries, with over 450 local member depots.

## Thank you goes a long way

One Hungarian driver who went the extra mile to help a customer has received a well-deserved 'thank you'.

Euroholz Kft is a customer of Rollsped – a family owned transport company that has operated for more than 25 years and one of Palletways Hungary's founding members based in Kiskunfélegyháza, central Hungary.

Euroholz, which produces wooden briquettes and other firewood products, booked Rollsped to collect a consignment and after they were put into the Palletways network, they were delivered by Trans Hungária Kft in Batorbágy, near Budapest, which delivered the goods to the home of a disabled customer.

Not only did the driver make the delivery efficiently, but recognising the plight of the customer, he offered to take the goods into his garden. The customer was so grateful for the drivers' help, he put pen to paper and wrote to Euroholz, asking them to pass on his thanks.

As they say, a thank you goes a long way – in this case, it went all around the network, and rightly so! Everyone at The Hub would like to say 'well done' to the Hungarian team for displaying such excellent customer service!



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# New members grow Hungary network

Palletways Hungary has expanded its network with the appointment of two new members.

Klippel Kft was founded 30 years ago and is situated in Bóly, close to Pécs in South West Hungary. Family-owned and run to this day, the Palletways operations are managed by Péter Klippel and his sister Klaudia Klippel. The company specialises in road freight transport, however, it also operates in the building sector, is involved in the retail and wholesale sale of building materials and undertakes mechanical earthmoving and civil engineering works.

Also new to the Palletways Hungary network is LL Transport Kft which will serve the Borsod county. Located in Bekecs, near Miskolc in the North East of the country in the famous „Tokaji Borvidék” (Tokaj wine region) which is the home of some of the best Hungarian wines and is also a UNESCO World Heritage Site. This location will enable LL Transport Kft to approach more than 160 wineries as potential customers.

Peter Kovacs, Managing Director at Palletways Hungary, said: “These appointments demonstrate the

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These appointments demonstrate the importance we place on recruiting experienced, well-respected and successful firms in the logistics industry.

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importance we place on recruiting experienced, well-respected and successful firms in the logistics industry. Klippel Kft and LL Transport Kft are great assets to the network and we’re looking forward to drawing on their collective experience to grow our presence across Hungary.”

## Government-backed subsidy drives building product imports in Hungary

A new home renovation support scheme launched by the Hungarian government has led to an increase in building materials being imported into the country, says Palletways Hungary.

The government scheme, which launched at the start of the year, subsidises home renovations carried out by households with at least one child. Under the initiative, half of the renovation costs – up to a maximum of three million forints (€8,400) - will be covered by the state and includes energy upgrades, as well as bathroom and kitchen renovations and extensions.

“So far, more than 20,000 families have submitted applications for home renovation subsidies and in excess of 10,500 families have already been awarded subsidies worth over a combined 17 billion forints (c.€47.4m), which has resulted in the growth in the number of building materials imported into Hungary,” says Peter Kovacs, Managing Director at Palletways Hungary.

“We’ve handled an increasing volume of wall and floor tiles and roof tiles from Spain, as well as air

conditioners, heating equipment and marble items. There’s an opportunity for our other networks to approach potential customers that export building products to Hungary given the overwhelming success of the scheme.”

For more information, contact Peter Kovacs.



# Being part of Iberia team lifts spirits

Being part of a company means fulfilling obligations and responsibilities, however, if you're lucky, it also means working with a team of people with whom you'll share many special moments and create life-long memories.

A prime example is Antonio Pita, a 50-year-old from La Coruña, who has worked at Palletways Iberia as a forklift driver since the network launched 15 years ago.

The Deportivo de La Coruña fan who has witnessed the inception and subsequent growth of the company, comments: "The launch was a brilliant idea because back then, the pallet network model didn't exist in Spain but over the past 15 years, it

has done nothing but grow! Since 2006, Palletways Iberia has grown exponentially to become the leading network in the sector, however, it has also had to overcome many challenges but during those times, Palletways has been a key player, guaranteeing the supply of basic necessities."

One of the things Antonio highlights above all else is the treatment he receives from the entire Palletways team, from his supervisors, including management. He added: "I'm lucky to be part of a company where my colleagues are more like family. It's an honor to belong to the team and I hope to be here for at least another 15 years!"



Antonio Pita

## Palletways Iberia pledges support to NUPA

Palletways Iberia has pledged its support to NUPA which is an association that helps children, adults and families with irreversible intestinal failure, parenteral nutrition, and multi-organ transplants.



The Iberia team has purchased 'Nupancitos' for all its employees

### 15th anniversary year

As part of the collaboration, which takes place during each organisation's 15th anniversary year, Palletways Iberia has bought 'Nupancitos' dolls to help raise awareness and help children come to terms with the after-effects of treatment and surgery. The money they raise will help fund medicines and therapies, provide psychological support to families, and also help finance foster homes for children and their families if they need to stay away due to medical reasons.

The Iberia team has purchased 'Nupancitos' for all its employees, personalised with the Palletways logo, and also carry a 'thank you' card from NUPA.

### Vital services

Gregorio Hernando, Managing Director at Palletways Iberia, said: "NUPA offers a range of vital services through therapeutic food rehabilitation programs, psychological assistance, social support, occasional emergency aid, and relaxation techniques and accompaniment. We couldn't be more proud to support NUPA which will help improve the quality of life of people affected by these rare conditions and support their families too."

# Palletways Iberia has Portugal covered

Transportes Magalhães e Bruno in Portugal is the latest member to join Palletways Iberia.

With more than 30 years' experience in the logistics and transport sector, Transportes Magalhães e Bruno will help Palletways improve its coverage of services in central and southern Portugal, including Lisbon, Alentejo and the Algarve.

It provides services to FMCG, food and automotive sectors and has warehouses in Lisbon, Porto and Madrid plus offices in Barcelona. It boasts a 290-strong fleet of vehicles and employs 215 drivers.

José Magalhães, Manager of Transportes Magalhães e Bruno, said: "Being part of the Palletways network requires us to be in constant search of continuous improvement in our processes. At the same time it'll allow us to access the European market, consolidate our position in Spain and increase our offer to our customers in Portugal to whom we'll continue to provide a service of the highest quality."

Gregorio Hernando, Managing Director of Palletways Iberia, added: "We remain committed to reinforcing and strengthening our coverage in Portugal. Working with Transportes Magalhães e Bruno will allow us to be closer to our existing customers and grow our presence in this important market."



Transportes Magalhães

## Reducing carbon emissions

Palletways Iberia is proud to have reduced its carbon emissions by 15% over the past four years.

The team has introduced a host of measures at its facilities and across the network such as improvements in the management of consumption of fuel, water and waste, provision of more recycling facilities and introducing LED lighting in offices.

Via one of its members, Marsan Logistic in Malaga, the network is now using two mega-trucks to carry out deliveries between Madrid and Malaga which allows 38% more load than a normal lorry, or CNG-powered lorries.

José F. Hernández, Operations Director of Palletways Iberia, said: "We are proud of the strides we have made to reduce our carbon footprint however, our focus on sustainability doesn't end there. The two mega-trucks allow us to optimize flows, increase profitability and improve efficiency. We'll continue to work on all technological aspects that bring

environmental improvements to our operations and consequently, society as a whole."

The Iberian network's members have several mega-trucks that deliver throughout the Iberian Peninsula, connecting hubs with capitals such as Malaga, Zaragoza and Santander.



Marsan Logistic is now using two mega-trucks to carry out deliveries

# PALLETWAYS GERMANY MOVES ANNUAL CONFERENCE ONLINE



Pictured (L to R) Holger Gloszeit with Abraham Garcia

There has been a radical shift in how companies have operated over the last year or so as they seek new ways to ensure it's 'business as usual' during these unprecedented times.

Palletways Germany is one such example – after postponing the 2020 conference, when the time came to start organising this year's event, the team considered how they could ensure the session went ahead as planned in June.

## Group's vision

Abraham Garcia, Managing Director at Palletways Germany, said: "Our annual conference is the most important event in our calendar. It's the one day when the entire network can learn more about the Group's vision for the future, network, ask questions, share best practice and, more importantly, where we can recognise and celebrate our members who have excelled during the past 12 months. Postponing again simply wasn't an option so we decided to move the entire session online."

## Virtual logistics fair

Palletways Germany enlisted the help of LOGfair – a virtual logistics fair that provides digital exhibitions and technical resources for logistic companies.

The management team and other presenters met at LOGfair's premises in

Dortmund to agree how the event would be staged. LOGfair issued invites to members, handled the registration and provided attendees with passwords so they could access the platform.

## Professional speaker

The Palletways Germany team were proud to welcome professional speaker and well-known personality in the logistics sector, Holger Gloszeit, as the event's host and moderator.

## International strategies

Abraham welcomed members to the event and reviewed the network's performance over the past two years and Michael Sterk, Chief Commercial Officer for the Palletways Group, spoke about the company's international strategy. Other presenters included Sebastian Schwabe, Head of Finance, Klaus Klein-Bölting, Head of Network Development, Markus Egerer, Head of Operations, Dietrich Grewe, Head of IT, Tobias Schäfer, Head of Quality Management and Julian Oing, Head of Sales.

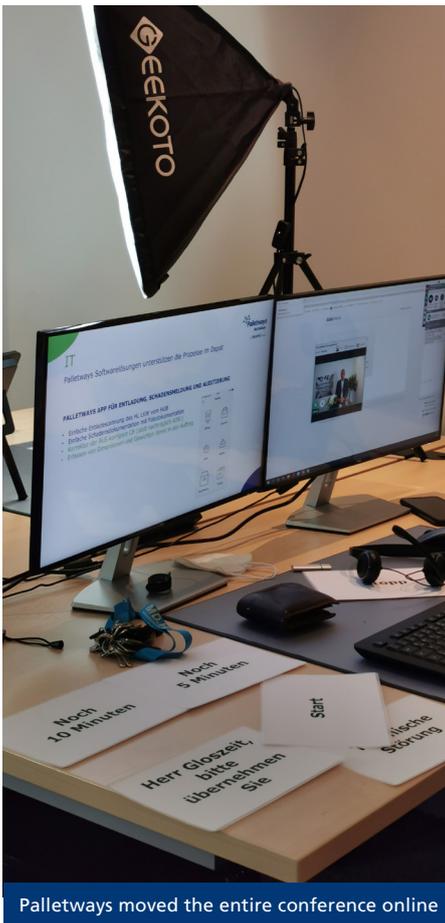


Klaus Klein-Bölting spoke about development, milestones and priorities

The team covered off a range of topics, including:

- **Business development**
- **The ongoing growth of Palletways Germany, notable milestones and key priorities**
- **Challenges and the innovations in the pipeline for the operations team**
- **Digitisation in the business**
- **Upcoming initiatives to help develop quality in the network**
- **How members can use sales tools to facilitate success**

Members were invited to ask questions via an online chat, and these questions were answered after each presentation. There was an opportunity for further questions at the end of the conference for anything that hadn't been covered off during the session.



Palletways moved the entire conference online

### Elite members recognised

The event concluded with Tobias and Julian honouring an elite group of members who have achieved top-ranking results and congratulations went to award-winning members, including:

#### Quality 2021:

- Place 1: ReLog Holding GmbH – D373
- Place 2: RAVEN Logistic GmbH – D318
- Place 3: Spedition Heinrich Kottmann GmbH & Co.KG – D332

#### Best new business 2021 – joint winners:

- Kottmeyer GmbH & Co. KG – D355
- CHRIKO S.à.r.l. – D369
- Palletways Bielefeld GmbH & Co.KG – D319

#### Newcomer volume growth 2021:

- Place 1: ReLog Holding GmbH – D373

#### Best performer domestic volume 2021:

- Place 1: RAVEN Logistic GmbH – D318

#### Best performer international volume 2021:

- Place 1: Dirk Battefeld Spedition & Logistik GmbH – D320
- Place 2: MMW Logistik GmbH – D347

### Positive feedback

Abraham added: “We were keen to hear what our members thought of how we staged this year’s conference and we’ve received lots of positive feedback. Nothing beats getting together face-to-face with our members, however, while the outlook remains challenging, using an online platform proved to be a fantastic compromise and ultimately, it ensured the event could go ahead. We’ve booked LOGfair again and we look forward to hosting more online events over the coming months.”

# Logistics giant joins Palletways Germany

Palletways Germany has welcomed Reinert Logistics to its growing network.

Reinert Logistics, based in Neuenhagen near Berlin, was founded in 1990 by René Reinert. The company employs 1,250 people at seven locations across Germany and boasts a fleet of 750 vehicles. Reinert Logistics has the largest Liquefied Natural Gas (LNG) fleet in the country, with more than 350 vehicles that achieve a daily saving of around 20 tonnes of CO<sub>2</sub>. This year, Reinert Logistics also used the world’s first LNG jumbo train as part of its service.

The company operates across numerous sectors such as building materials, steel, food and beverages, wood and paper, pharmaceutical and waste.

Reinert will cover Berlin and its surrounding areas including parts of postal code 15, which comprises Frankfurt (Oder), Eisenhüttenstadt, Fürstenwalde/Spree, Königs Wusterhausen, and postal code 16 that covers Oranienburg, Eberswalde, Pritzwalk, Schwedt/Oder. Reinert will offer a 24-hour AM service in the Berlin metropolitan area.

Abraham Garcia, Managing Director of Palletways Germany, said: “Reinert Logistics are pioneers in ecological logistics, as well as communication and data management, and meet the highest qualified standards in safety and quality. The company also brings vast experience to our network having worked in national and international transport services for the past three decades.”

# Logistics switches on to IT

Technological innovation to improve the transportation of goods and facilitate collaboration between members has long been a priority for Palletways and this certainly came into its own during the past few months.

Palletways Italy was quick to embrace a host of IT solutions, including the Palletways Portal, which is the same throughout the Group and available in the language of each country to trace goods and data at international level, as well as the Palletways Plus App, which is available on all platforms and can be downloaded on any smartphone.

The Palletways Italy team also relied on IT to host a series of member meetings when it became clear they

couldn't meet face-to-face in the usual way due to COVID-19 lockdown restrictions.

Piero Campelli, Chief Information and Business Process Officer at Palletways Italy, said: "The nature of our business requires us to meet and exchange ideas. We had to find a way to operate during the pandemic so we successfully switched to webinar mode to help us maintain our 'business as usual' approach."

Massimiliano Peres, CEO of Palletways Italy, added: "The events of the past few months highlighted on the value of technology and we've also witnessed an increasing number of people shifting from shopping offline to online. E-commerce is certainly the greatest opportunity in the transport sector and it is counter-productive to think that Palletways activity is limited to B2B. We're pleased to have already capitalised on this with the launch of our Pallets to Consumers (P2C) service and Palletwaysonline which we believe will grow significantly over the coming months and years."



Piero Campelli

## Resilience recognised at GOWAY Express

There has been a significant shift in the type of goods handled by the Palletways Italy network over the past year as demonstrated by its Umbrian member, GOWAY Express.

Gorizia Frasca, owner of GOWAY Express, said: "Pallets for restaurants have recently included masks and hand sanitizers, which is a far cry from what we'd usually ship. Some of our customers, including local food producers, have asked us to deliver basic necessities such as pasta destined to charities at various hospitals throughout Italy."

Despite the crisis, volumes at GOWAY Express - which Palletways has entrusted with the distribution areas of Terni, Orvieto and Rieti in 2019 - have increased by around 40% in the last year.

Gorizia continues: "With the support of Palletways, a solid and reliable network, everyone at GOWAY Express is focused on constantly increasing volumes and has become known as one of the most reputable and successful logistics companies in the area."

Massimiliano Peres, CEO at Palletways Italy, added: "During the pandemic, the whole team at Palletways Italy went the extra mile to support members to help them manage shipments efficiently. We're proud to have kept shipments moving during the most challenging of times. I commend the team at GOWAY Express for their resilience which has had a positive impact on the local community and helped sustain the economy."

# New BDM for Palletways Italy

Palletways Italy has appointed a new Business Development Manager, Walter Brillo, who has significant experience in the world of transport and logistics gleaned from roles at numerous companies in the industry. He brings with him in-depth knowledge of marketing strategies and the acquisition of new customers and business partners in Italy and internationally.

At Palletways Italy, Walter will support management, the sales team and its members to define strategies and objectives to improve customer satisfaction and facilitate future growth of the network.

Massimiliano Peres, CEO of Palletways Italy, said: "During his career, Walter has developed

remarkable networking skills which will see him play an integral role in the ongoing development of our business. Over time we have created a team of managers who work efficiently alongside our network of members. Recruiting talent such as Walter will further strengthen our team and in turn the Palletways brand in Italy while also allowing us to face any post-pandemic challenges."

Walter added: "Palletways Italy is a leader and a key strategic player in the Italian transport and logistics market and I couldn't be more proud to be part of this constantly evolving international network. A strong sense of responsibility and a desire to help grow the

business for the benefit of members and customers will guide me in this important new professional adventure."



Walter Brillo

## Italy toasts Cinemadivino

As events in Italy have safely restarted, Palletways Italy has announced its support for the 18th Cinemadivino festival at Casa Spadoni, a winery based in Emilia Romagna.

Cinemadivino promotes local wine products through an original entertainment formula that combines cinema, the beauty of the local landscape, and taste of fine wine. This is the eighth year Palletways Italy has supported the event.

Massimiliano Peres, CEO at Palletways Italy, said: "The wine sector is one of our main markets and has always been of great importance to our network. We work with producers on a daily basis who state that our secure transport times, wide distribution network made up of 130 members, as well as being able to ensure the safety of every single bottle, allows them to ship their quality products throughout Italy and Europe. After a long lockdown period, we are particularly happy to once again give our support to Cinemadivino festival."

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The wine sector is one of our main markets and has always been of great importance to our network.  
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The wine sector is one of Palletways Italy's main markets

# Tile retailer trusts Palletways with precious cargo



Tegelshop Doddendaal trusts Palletways Benelux with its precious cargo markets

When moving shipments from A to B, some freight, due to its fragility, requires extra care and attention which is why one tile retailer in the Netherlands, Tegelshop Doddendaal, entrusts its precious cargo to Palletways Benelux. In this issue, The Hub speaks to Jordy van Brakel, Commercial Manager at Tegelshop Doddendaal, to find out more about the important role Palletways plays in the transportation of tiles in the Benelux.

Tegelshop Doddendaal has supplied and fit tiles and parquet flooring, and has provided customers with expert

advice for the past 50 years. The family-owned business is on a constant quest for growth and has recently acquired a number of companies. As a result of this rapid expansion, the company now serves a range of commercial and private customers, resulting in a heightened reliance on Palletways to handle its shipments.

Jordy said: "Our products, which are transported on pallets, are not only heavy, but they are extremely fragile – not to mention valuable. Palletways ensures our shipments are packaged securely before they deliver goods to customers at home and importantly, they're able to deliver at a time to suit them. Palletways' geographic reach means we can easily send our products efficiently to the many customers we have in Germany. Thanks to the efficiency of the network, our products reach their destination quickly – this makes us look good and ensures our customers receive a first-class experience when they deal with Tegelshop Doddendaal."

Tegelshop Doddendaal had a long-term, close working relationship with one its wholesalers, Intertile and Stones, which also uses Palletways' services. After Tegelshop Doddendaal acquired Intertile and Stones, Jordy saw no reason to look any further for logistics support. He added: "We were already familiar with Palletways and their way of working. We trust them implicitly with our goods so if something works well, why change?"

## Royally impressed with Visser Transporten

The owners of Visser Transporten, brothers Gjalt and Peter Visser, were recently visited by the King's Commissioner to receive the prestigious 'Purveyor to the Royal Household' title.

Visser Transporten, part of the Palletways Benelux network, was founded by Willem Visser in 1920. In its early days, the company ran a shuttle service between Bolsward and Harlingen, however, it has grown considerably over the years. Today, the company operates internationally, boasts 25 trucks, employs 40 people and, in addition to transportation, provides removal and storage services.

Dutch politician, Arno Brok, who serves as the King's Commissioner of Friesland, presented the duo with the title. The accolade is awarded to small and medium-sized enterprises that have been in existence for 100 years, are

important to the region, occupy a leading position in the sector, and are reputable and financially healthy.

Mayor of Súdwest-Fryslân, Jannewietske de Vries, was also present at the event.



Pictured (L to R) King's Commissioner of Friesland, Arno Brok, Peter Visser, Gjalt Visser and Mayor, Jannewietske de Vries

# Palletways Benelux goes the extra mile to support its member network

Palletways Benelux, in the Dutch city of Nijmegen, works closely with its network of 24 members to transport goods throughout Europe. Its Member Support Team is on hand to deliver training for members, as well as pass on information and advice so they operate as efficiently and profitably as possible. We speak to Bart van Kempen and Niels Vloet who go the extra mile to help members in the Benelux.

Bart has worked at Palletways for more than ten years. When he isn't supporting members, he spends time with his young family and with a baby on the way, he tries to find ways to spend time on his many hobbies while he can, including football, tennis, golf and watching his beloved team, Ajax. His colleague, Niels, joined shortly after Bart and the duo are friends in and out of work. Niels also has a young family and in his spare time he enjoys mountain biking, cheering on Ajax and "going on holiday to Italy which should not be missed!"

## Role of the Member Support Team

Commenting on the role of the Member Support Team, Bart said: "Put simply, we look after anything and everything that concerns our members."

## Maintaining relationships

He added: "The team is responsible for answering members' questions, carrying out regular visits to ensure they don't have any concerns, as well as training new and existing members. Following the launch of a new innovation, such as the Portal or the App, we talk them through the latest development so that they know exactly how it works."

## Monitor the quality of the network

In addition to nurturing relationships with its members, the Team also monitors the quality of the network by monitoring KPIs and analysing volumes. They also manage postcode areas and Inter Member Rates.

Niels adds: "I really enjoy the daily contact we have with our members to make sure things go the way they should. While there's never a dull moment in our team, we work informally with our members so we get the best out of each other. Despite the seriousness of the work there's also a lot of laughter."

When asked about their most memorable moment at Palletways they were both in agreement. Bart takes up the story: "At the beginning of our careers at Palletways, we worked from the premises of a member, Currie European Transport. I had to check a number of pallets and as I made my way through them the curtain of an international truck opened. To everyone's surprise, there was a car loaded onto the line haul!" Niels adds: "Bart, our Hub team leader and the forklift driver couldn't believe their eyes and we all spontaneously burst into laughter. In the end, the Italian cargo was successfully transferred to Germany which just goes to show that with Palletways, anything is possible!"

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Car on the line haul



# Decade long commitment

H&M Distribution, which operates in Warrington, St Neots and Gloucester, has signed a new ten-year contract with Palletways UK.

## Fleet investment

The contract renewal has seen H&M invest more than £1m into its fleet this year and further invest in its depots.

## Clear choice

Dean Woodyer, Managing Director at H&M Distribution, said: "When it came to renewing our contract, we carried out the usual due diligence. We assessed other players in the pallet network industry before deducing that Palletways remained the clear choice and that signing for ten years would help us realise our goals.

"We've been part of the Palletways family for 14 years and we've experienced significant growth during that time - we've expanded our depot coverage throughout the UK and grown our customer base which has come to rely on the level of service we're able to offer as a result of being part of the network. Palletways' IT function along

with its service excellence are clear differentiators within the industry and as such, the opportunity to continue our membership is of great value to us as a business."

## People and culture

Commenting on the challenges and opportunities facing H&M Distribution over the next decade, Dean adds: "We see ourselves as a real alternative to some of the bigger operators as our service offering now includes pretty much everything within the industry such as network, full load, groupage services and warehousing opportunities. There remain challenges to overcome - the main one being the well-documented driver shortage however our "Evolution of Van" on-the-job training programme, along with a healthy working environment, will go some way to help protect us from this issue.

"In addition, our international offering, new sub-contract services and continued development of our people and culture puts us in a fantastic position to grow H&M Distribution significantly over the coming years."

## Respected business

Rob Gittins, Managing Director Palletways UK, added: "We're pleased H&M Distribution, a well-established, respected business that delivers an exceptionally high-quality service, has renewed its contract for another decade."

## Network of choice

"The deal reinforces our position as the network of choice for high quality hauliers with strong commercial and operational objectives and it's through valued partners like H&M that will see us continue to increase our coverage and reach."

# Recruiting to grow business

Palletways Milton Keynes has appointed Debbie McKinley as its new Sales Manager to grow business in Buckinghamshire.

Debbie brings with her great experience in the industry, having worked for a range of parcel and pallet networked businesses, including 14 years with TNT, and more recently joining from Tuffnells.

Since joining, Debbie has made a significant impact on the business and her contribution has quickly been recognised, with celebrations for a strong sales performance in her first few months in the job.

Terry Fouracre, General Manager of Palletways Milton Keynes, said: "Debbie is a great addition to the team who will support our business to become stronger. Her experience in the logistics sector has already proved to be a huge asset to the company and bringing on new partners is a testament to her ability to further develop our customer base. We have ambitious growth targets, and pride ourselves on the service we provide which is why we place such importance on hiring talented and highly skilled members of staff."

Rob Gittins, Managing Director of Palletways UK, added: "Debbie brings with her considerable knowledge of the logistics market and her appointment demonstrates the value we place on recruiting the best in the industry. Her early track record for providing a logistics solution for new clients shows how experienced she is. Debbie's performance in her first few months is a brilliant achievement."



Debbie McKinley

## £1m investment in Rugby

Montgomery Distribution in Rugby has invested more than £1 million to relocate to a new depot.

The new depot boasts increased storage to accommodate in excess of 5,000 pallets, as well as closer links to the M1, M6 and A14, which enables easier access to its customers.

Pallet movements at the 24-hour operation have already increased by 100% and Montgomery Distribution expects to increase this to double over the coming months.

In addition, the company has acquired 25 Scania vehicles and 23 latest generation forklift trucks.

Steven McBride, Managing Director at Montgomery Distribution, said: "Despite the challenges of recent times, our logistics services continued, and our team worked exceptionally hard to keep vital shipments moving. The current climate places an even greater level of importance on efficient collections and deliveries and is the driver behind this significant recent investment."

Since launching in 1970 with just one tractor unit, family-owned and operated Montgomery Distribution has continued to grow and now operates across sites in Belfast, Leeds, Preston and Rugby, with a fleet in excess of 250 vehicles and 900 trailers. Montgomery Distribution became a member of Palletways in 2002 after adding a pallet distribution division, which has grown to become a £20 million per year business with operations across the UK & Ireland.



Montgomery Distribution

# PALLETWAYS EYE VIEW

## Stephanie Henwood



Each edition of The Hub interviews a key person whose work influences the Palletways business. This edition we talk to Palletways' Group Digital Marketing Manager, Stephanie Henwood.

**Q: Stephanie, you've worked in digital marketing for more than a decade and joined Palletways four years ago to enhance the Group's presence online.**

**How has the marketing strategy changed during that time?**

Initially the strategy was simple – increase our online presence. I focused on websites that were mobile friendly and ensured everyone across the Group was undertaking social media activity. The strategy is now to increase our digital presence across all platforms.

**Q: What are your key roles and responsibilities?**

My role is to lead the Palletways Group marketing strategy and support regional marketing managers with its implementation. This involves creating Group-led campaigns and distributing all of our assets in multiple languages, co-ordinating online and offline communications, protecting the Palletways brand and supporting the Chief Commercial Officer.

**Q: What does a typical day look like?**

My day can involve anything from fixing problems on websites to designing imagery for use in our communications, supplier meetings, to provision of brand assets and approving press releases. I love my job because it's so varied!

**Q: What latest developments are you working on?**

Our team is building a digital Centre of Excellence to boost the growth

of the Group through better use of digital marketing and ensure all parts of the Palletways business meet our standards within search optimisation, paid advertising, videos, podcasts, social media and content marketing.

We've already standardised the look and feel of our social messaging, created new-look websites and e-commerce sites in all regions (we only had one four years ago), developed a central training centre for employees and members for all things digital and built a new marketing system that can be utilised by our members and employees to send emails, manage social media and analyse website activity for content improvement.

**Q: What value does the Palletways Group place on digital marketing?**

The pandemic placed significant value on digital marketing as many of the traditional ways of marketing were no longer available. This led to the creation of our digital Centre of Excellence, online training tools, creation of email marketing tools and organising online conferences.

**Q: Have you come up against any challenges since you've been in post and if so, how did you deal with them?**

The main challenge is that many of our regions are at different stages of development, especially regarding our e-commerce platform. Often there are significant regional differences in communication platforms, however,

we work with a fantastic team of agencies selected for their strengths who support us in our efforts.

**Q: What has been your proudest moment at Palletways?**

The roll out of our e-commerce website, Palletwaysonline, which is now available in five languages, the new look and feel of the websites - which came from a design structure I created - and the recent construction of the new social media brand style guide.

**Q: What does the future hold for digital marketing in the logistics industry?**

The use of chatbots will increase as the B2C market grows because consumers will want to feel like they're speaking to a real person. The increasing use of artificial intelligence will create a level of efficiency in the logistics industry that we currently don't have. I believe this will increase customer confidence and enhance service quality.

**Q: Outside of work, what do you get up to in your spare time?**

I do a lot of walking with my dog, Roddy, (he keeps me really busy but sane!) and I love to read. I have recently moved house so there are always plenty of jobs that need doing!