

ALL WRAPPED UP BY PALLETLINE

Cliffe Industrial Packaging Ltd

Established in 1996, Cliffe Industrial Packaging Ltd is today one of the UK's largest independent producers and suppliers of high quality, heavy duty flexible packaging materials. The company provides a comprehensive range of products designed to protect goods in transit, from flexible intermediate bulk containers through to films for automated packing processes.

The Requirement:

Speed and reliability of delivery is essential for Cliffe Industrial Packaging. With over £1M of finished goods stock in the warehouse at any one time, the company undertakes to deliver to its customers nationwide within 24 hours of receipt of order. Keeping this promise demands a close partnership with its distribution partner.

Palletline – Meeting the Challenge

Palletline Member Company Browns Distribution Services Ltd has been working with Cliffe Industrial Packaging for two years, operating a warehousing and storage division located on Browns' own site in Stoke on Trent. From here, Browns manage the entire distribution requirement, with over 60% of consignments delivered nationwide via the Palletline network.

"Fundamentally, achieving excellence in customer service is paramount for us as a business. Our philosophy is based around the concept that if it can be done, we'll find a way to do it," commented Phil Dawber for Cliffe Industrial Packaging. "Our customers rely on our ability to get product delivered quickly and reliably, and we rely on Browns and Palletline to ensure we meet the challenge."

Expanding the service

Cliffe Industrial Packaging have recently consolidated their activities and now carry out all production from a manufacturing facility located adjacent to the distribution division on the Browns site. With all production and distribution now handled from one site, Browns now offer a complete solution, from container destuffing and pick and pack through to nationwide delivery via the Palletline network.

A streamlined process

Browns Distribution have put their IT infrastructure to work to streamline the process. "Investment by the entire Palletline network in the latest technological advances means that we can provide total transparency of service for Cliffe Industrial Packaging, including track and trace, digital signature capture and online POD access," stated David Brown Jnr. "This level of visibility and accuracy is enabling the company to provide even better services for customers across the UK."

Palletline – driving improvements in customer service

For more information please visit www.cliffeindustrial.com

