

## KEEPING BRITAIN'S GARDENS TIDY

### Customer: Handy Distribution

Based in Swindon, Handy Distribution is one of the UK's premier suppliers of an extensive range of top quality garden machinery from leading manufacturers including Kärcher, Qualcast and Husqvarna. The company supplies product both to leading retailers and direct to the end user via internet retailers.

### Requirement:

Handy Distribution operates an in-house fleet for particularly sensitive loads and for geographically accessible deliveries. Following service issues with existing providers, the company was seeking a local distributor capable of providing a total solution for all remaining traffic, managing everything from single pallets direct to home addresses through to full loads into regional distribution centres nationwide.

### Managing the pallets

In 2007, Handy Distribution began trials with Palletline Member Company John Hackling (Transport) Ltd. "Our key objective was to achieve the correct balance between price and service," stated Simon Belcher, Managing Director for the company. "With such a wide range of differing delivery requirements, we were looking to find a distribution partner capable of meeting and exceeding our quality requirements as well as having the capacity to manage everything from full loads to end user shipments."

Today, all goods sent out by Handy Distribution on a pallet are handled by Hacklings and the Palletline network, constituting in total some 40% of Handy's total output. "We have established an excellent working relationship with Hacklings, and the distribution process runs smoothly and efficiently," confirmed Simon. "They also manage all our direct to home bookings through Palletline Member Companies nationwide, a system which works well for all concerned."

### Developing the technology

Palletline's recent introduction of digital signature capture across the network has also impacted very favourably on Handy's perception of the total service.

"A significant proportion of our distribution requirement goes into multiple retailers, with single pallets direct to individual stores," explained Simon. "Immediate availability of proof of delivery is saving us significant amounts of time – particularly during our busy season – and enabling us to offer an improved service to our customers."

[www.handydistribution.co.uk](http://www.handydistribution.co.uk)

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