

Rhys Davies helps Weiss HCW & Co GmbH to crack the UK market offering overnight delivery

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Rhys Davies Freight Logistics has been helping Weiss HCW & Co GmbH break into the British flooring market by distributing its quality flooring throughout the UK from Rhys Davies' Haydock warehouse.

Weiss HCW & Co GmbH, Austrian flooring manufacturer, turned to Rhys Davies after the company decided to expand its market reach to tackle the UK market. Sandy Anderson, Sales Manager of Weiss HCW & Co GmbH said that distributing the product from Austria to outlets in the UK was not a viable option: "We are at the beginning of the venture as far as establishing Weiss HCW & Co GmbH flooring in the UK is concerned. Transporting the product to customers in Britain would end up costing as much as the flooring itself and paying out for our own warehouse and staff at this stage doesn't make sense economically." So when Rhys Davies offered Weiss this far more economic solution the two companies began working together.

Rhys Davies provides Weiss HCW & Co GmbH with warehouse space and a British-based warehouse for its flooring, as well as distributing it to its UK-based customers using tail lift trucks, allowing Weiss HCW & Co GmbH to offer overnight delivery across the UK.

Sandy said that working with Rhys Davies in this way has enabled Weiss HCW & Co GmbH to keep the costs of the operation very low. "It saves us paying out for our own warehouse, staff, vans, phone lines, none of which will be used to their full capacity at this stage. This way, Weiss HCW & Co GmbH products can sit in Rhys Davies' warehouse for a small fee and, with a centralised position like Haydock, distributed across the UK overnight."

This convenient location offering ease of delivery to Weiss played a big part in Weiss HCW & Co GmbH's choice to work with Rhys Davies. However, Sandy said that the service his customers receive at the point of delivery has also really pleased him. "I am a strong believer that the last person that the customer sees is the one that leaves a lasting impression. The impression of the business can be damaged in seconds. Rhys Davies seems to understand this."

Sandy continued, "There tends to be a lot of big burly men within the freight industry, delivering products by dumping them at the front door. This sort of attitude from other carriers has previously lost me fine customers. Rhys Davies delivers the product to the customer and goes beyond the call of duty to make sure the product is in a convenient place for them. They do the job with the minimum of fuss and the lads on delivery seem to be very smart."

Mark Richmond, Managing Director of Rhys Davies said, “When you are delivering products on behalf of a company it is essential that you understand what sort of impact good or bad service can have. We try to instil this in our staff with our in-house training: our staff are ambassadors for Weiss so it is vital they make sure Weiss HCW & Co GmbH customers are happy.”

‘More than just transport’

Rhys Davies Freight Logistics is a national network employing 400 staff, operating 170 vehicles through eight operating centres throughout the UK. It offers a uniquely tailored warehousing, distribution and handling service that extends to much more than just transport. These services include: re-working, re-packing, quality control, auditing and across-the-threshold deliveries to businesses and private residencies.

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