

Rhys Davies supply Scottish based Ingram Brothers with distribution they can trust

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Rhys Davies Freight Logistics has enabled Scotland-based Ingram Brothers to streamline its distribution, reduce damage to cargo and guarantee next day delivery to its customers by collecting and distributing its products across the United Kingdom.

Rhys Davies' collection and delivery system has helped Ingram Brothers, manufacturer of ingredients for the baking industry, to service customers efficiently without the inclusion of a third-party. Rhys Davies collects the product from Ingram's warehouse in Paisley, Scotland before transporting it to the Rhys Davies warehouse in Whitburn for distribution across the country.

Ingram Brothers was previously using a third-party palletised delivery company which threw up numerous problems. Simon Young, Managing Director of Ingram Brothers, said that knowing the product is booked in and distributed by the same company has helped lift the pressure on him and his team. "We needed a reputable partner to take care of the entire distribution of our products without us having to worry about arrival times and damages. We speak to the guys at Rhys Davies everyday, and pick ups and deliveries are constant."

One aspect which was very important to Ingram Brothers was the ease of tracking consignments. Rhys Davies' IT systems make this simple. The TS1 system, which supports Rhys Davies' core distribution activities, spans the life of a consignment, from point of order entry, distribution, planning and consignment management through to administration and invoicing. This makes it easy for Rhys Davies to track deliveries without any confusion.

Simon said that previously it had been difficult for them to know where a consignment was because of the numerous parties involved. "It was very difficult to track and trace our deliveries if we had a call from a client wanting an update. Offering next day delivery was very hard as we could never guarantee the product would arrive on time. The delivery company were representing us to our customers and not doing a very good job of it."

Late deliveries to the baking industry can cause major problems. Unlike a late delivery in the engineering industry, for example, which may cause annoyance and a bit of a set back, late delivery in the baking industry can mean the difference between a bakers being open and it having to shut and lose a day's business. "If there are no ingredients, they can't make their

product which means they have nothing to sell,” said Simon. “It is our responsibility to make sure they get their orders on time.”

Mark Richmond, Managing Director of Rhys Davies Freight Logistics, said, “We always try to run a tight ship, but in this case especially there is no room for delay. Keeping in touch with our client in these situations is essential. That way everyone knows the whereabouts of deliveries and their predicted arrival time.”

Simon said that the previous system also threw up problems when something went wrong. “The main problem was that the person booking the delivery over the phone was not the same person or company doing the delivery. That meant that if anything went wrong there was a lack of ownership of the problem.”

“Damage was also rife,” Simon continued. “There was no attention to detail and this cost us and our customers money.”

Ingram Brothers had also tried doing its own deliveries however Simon said that he soon realised this was not a constructive way to work. Being based in Scotland and distributing across the UK can throw up somewhat of a challenge due to the vast distances needing to be travelled. “We decided it was best to let a logistics company deal with the distribution side of things while we got on with what we did best.”

Simon said that Ingram Brothers has found a dedicated business partner in Rhys Davies. “We needed a logistics company that would partner with us. Rhys Davies has proved themselves to be a dedicated distribution company who can represent us to our clients. We have no worries when we promise next day delivery now and that is great for our clients who rely on our products for their livelihood.”

Ingram Brothers is one of the UK’s leading suppliers of edible icings, fillings and toppings. The company supplies flavours, colours, essences, preservatives, concentrates, syrups, marzipans and other pastes and a wide range of ginger-based products to bakery manufacturers who in turn supply the country’s leading supermarkets and food retailers with their products.

‘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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