

## NEVER LETTING RAIN STOP PLAY

### The Customer

The largest supplier of umbrellas and rainwear accessories in the UK today, Fulton Umbrellas places the focus firmly on quality, technical innovation and design, using only the highest quality materials and exacting engineering standards. In-house fashion design studio and technical research departments help Fulton to 'brighten up the duller days'.

### The Requirement

Fulton Umbrellas holds a Royal Warrant to Her Majesty The Queen, signifying excellence in all areas. Reliable deliveries to customers play a vital role here, and the company was seeking a partner to provide high quality, cost effective distribution services throughout the UK and offshore islands as well as into Northern and Southern Ireland.

### Especially when it's raining cats and dogs .....

Following a competitive tendering process, Palletline London was appointed as the company's logistics partner. Fulton Umbrellas' Operations Manager Robert Shaya professes himself delighted with the service. "Dealing with Palletline London has really taken the pressure off. I know that deliveries will be completed without drama – and if there is any drama, that they will take care of it for me!"

The geographical proximity of Palletline London to the Fulton operation means that short notice collections now present no problems. It was also a prerequisite for Palletline London to be able to provide Fulton Umbrellas with accurate delivery status information to enable the company to keep their customers updated on order fulfilment.

"Significant investment in IT across the Palletline network now facilitates advanced delivery status reporting," confirmed Wayne Walsh, General Manager for Palletline London. "This is now helping all users of the network to provide their customers with accurate, up to date information on deliveries."

**Palletline – we won't leave you out in the rain**

[www.fultonumbrellas.com](http://www.fultonumbrellas.com)

