

## ALL DRESSED UP AND READY TO GO .....



### Customer: Joules Clothing

Crafted with British style, clothing by Joules is artistic, contemporary and upbeat, inspired by colour, design and a 'zest for lifting things out of the ordinary'. As well as a vibrant online presence, Joules has 40 outlets nationwide and more than 500 stockists across the UK, selling quality menswear, ladies' wear and kids clothing complemented by a countryside range including equestrian products.

### Requirement:

Some years ago, Joules were seeking a distribution partner capable of handling deliveries into stores and to independent retailers nationwide, with a freight profile covering part loads, full loads and individual pallets. The organisation also had a fluctuating seasonal requirement for additional quality warehousing space dependent upon season.

### Stephen Sanderson Transport & Palletline: More than just store deliveries

Palletline Member Company Stephen Sanderson Transport began working with Joules Clothing in 2004, providing full and part load capabilities using their own fleet and delivering palletised goods via the Palletline network.

The two organisations have tailored their product offering to meet the specific requirements of Joules Clothing, taking the service one step further to include delivery of pallets into stores – particularly important for the more inaccessible outlets – and dismantling pallets to achieve smaller delivery quantities where necessary.

"Joules Clothing had some individual needs in terms of outlets and stockists' premises, and our Palletline partners have worked hard to accommodate these requirements," stated Ed Sanderson for Stephen Sanderson Transport.

Ted Harrison, Warehouse Manager for Joules Clothing, recognises the efforts made across the network and values the service he receives from both Stephen Sanderson Transport and Palletline. "The retail market needs instant solutions," he said. "With the technology in place to track deliveries in real time, we are kept up to date with any issues arising and are able to keep our customers informed. We receive what we consider to be excellent levels of service from a local company with a national capability via Palletline."

### Palletline – meeting the challenges

