

## KEEPING THE HOME FIRES BURNING

The Real Firewood Company was established to provide a reliable and consistent supply of top quality fuel wood to both domestic and wholesale markets. Products include kiln dried firewood logs, wood briquettes and wood pellets as well as log and wood stores, with all fuel wood products sourced from well managed sustainable forests.

### The Requirement

Traditionally, firewood supply in the UK has been run as a cottage industry, with long delays for delivery. The Real Firewood Company provides a totally different and wholly professional service to its customers, delivering a high quality product to the doorstep usually within 48 hours of ordering. To achieve this, the company required a distribution partner capable not only of handling the delivery aspect of the business but also providing the necessary back up services to enable prompt and accurate responses to customer enquiries.

### Palletline – the right answer to a burning question!

The Real Firewood Company began working with Palletline through Member Company Olivers Transport Ltd early in 2010. Proprietor Niall Whyte had worked with pallet networks before, but was seeking to outsource warehousing, establishing a partnership to provide a comprehensive service from warehousing through to order picking, palletising and onward delivery throughout the UK.

Customer expectations in terms of deliveries were traditionally very poor. Working with Olivers and Palletline, The Real Firewood Company has successfully reversed this trend, achieving consistent performance and on time deliveries, usually within 48 hours of order. In addition, the total package provided by Olivers - including local storage facilities, order picking to customer specifications and fast, reliable delivery through the Palletline network - has enabled increased order throughput.

“Palletline’s IT system is sophisticated and enables us to input our own jobs as well as accessing the track and trace service in the event of a customer enquiry,” stated Niall. “Overall, the service through Olivers and Palletline constantly exceeds expectations, providing us with a personalised response and a real understanding of our requirements, which in turn enables us to offer a fast and professional service to our customers.”

## Palletline – all fired up over quality

