

Lecico taps into Palletways' logistics expertise



Background

Lecico is one of the world's largest designers and manufacturers of bathroom suites and fittings. Exporting to more than 50 countries worldwide, its outstanding reputation is founded on design-rich, competitively priced sanitaryware that's crafted to the highest manufacturing standards with the company's ongoing quest for superior quality drawing acclaim from around the world.

The brief

Lecico required support from a logistics partner that could handle delivery of its products to plumbers and builders merchants across the UK. All Lecico sanitaryware products are subjected to a wide range of quality checks and controls throughout design and production. Partnering with a logistics firm with like-minded credentials was of utmost importance to Lecico.

Our solution

The Lecico contract win was in response to the strength of the Palletways network plus its strategic approach to increase efficiency. Palletways' Vision 20:20 strategy – the largest single development undertaken by Europe's premier palletised express freight network - aims to improve operations, drive excellence and add value for its customers and it was this approach that particularly impressed Lecico.

To meet Lecico's logistics requirement to move in excess of 20,000 pallets per year, Palletways is utilising expertise and resource from across its member network. H&M Distribution in Bedfordshire is undertaking trunking from Lecico's UK head office to Palletways' hub in Greenford. Palletways London is transporting trailers daily to Palletways' headquarters in the Midlands to assist with balances.

Sean Klemis, supply chain director at Lecico, said: "What impressed us most about Palletways was its Vision 20:20 strategy and in particular, the Digital Information Hub element which allows us see the current status of all our consignments in real-time. Also, the new one-hour ETA function means our staff have access to time critical information which is really important when responding to customer enquiries."

Palletways' Digital Information Hub, part of its Vision 20:20 strategy, a first for the industry, provides extensive operational and customer data in real-time to improve processes, communication, traffic planning and vehicle utilisation.

for more information

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