

# CASE STUDY – FINE PAPER PRODUCTS

<b>Sector</b>	PAPER
<b>Business size</b>	LARGE
<b>Products</b>	Fine Paper Products
<b>Services Provided</b>	Transport / Storage / Logistics
<b>Location</b>	UK
<b>Resource Employed</b>	12 Staff

## Description of the business

A sheet convertor in Suffolk who produce wood free coated paper products to the UK print industry, employing 60 people they operate 24hrs / 6 days a week.

## Products Produced

Products produced are paper products for high quality applications. Most common end-uses include luxury magazines, books with intricate illustrations, high-end catalogues, annual reports, and art prints. Mainly used in sheet fed offset printing processes.

## Service highlights

Fine paper products company are part of a global brand and provide world class products using global standards for the UK and European markets. The need for quality is paramount and the thinking within the business was that only global suppliers can provide products and services to this standard, the thinking was evident in the supply chain with 99% of suppliers to the factory being other blue-chip companies. This limited opportunities for other suppliers to access this business. The issues with this was it reduced flexibility and commercial effectiveness for the factory.

Client Quote – UK Managing Director

*"I first met Bartrums in Feb 2011, when we outsourced our material handling and warehouse functions in our UK factory. They were instrumental during the contract negotiations and project design stages. They successfully delivered on the project ensuring seamless implementation and on-going management of the TUPE obligations, asset novation and contract delivery. The attention to detail and understanding of our requirements has been excellent. They have since continued to maintain extremely high operational standards as well as advancing some processes and procedures in the Material Handling Division. Their man management skills provided social wellbeing and created a flexible but cohesive team structure that works as well today as it did during those difficult changes."*

## Service issues

Due to location and volumes the existing blue-chip suppliers had conflicting priorities which was having an impact on transport services in and out of the factory. After exhausting the options with the global providers of transport and logistics services in the area, the company went to market to see what local transport operators could offer.

The main concerns for selecting a local provider where:

- The ability to handle any flex in demand at short notice
- The ability to manage long serving staff
- The ability to provide meaningful management information
- The ability to operate and maintain the required KPIs

## Service solutions

Going to market provided access to other service providers, providers who would be based locally, providers who would be more aligned to the needs of the factory,

The main advantages of using domestic service providers where:

- Flexibility of locally available resource
- Ability to respond to change
- Access to Senior Management
- Faster decision making
- Improved commercials

Bartrums were asked to provide transport services in 2000 bringing raw materials from the dock into the factory, In 2011 this extended to providing logistics services managing the warehouse in Suffolk.

Bartrums TUPED the existing warehouse staff over to Bartrums and now manages all material handling within the factory. So successful was the management and handling of these functions in 2014 Bartrums won the UK distribution contract of the finished goods out of the factory delivering some 65000 pallets pa,

## Achievements

During the last three years the market for finished goods has shifted to direct delivery after the demise of Paperlinx the large paper merchant. This changed the delivery profile from FTL to LTL which in turn placed pressure on delivery performance as loads had to be planned differently. Bartrums successfully introduced groupage and milk runs into the planning stages of distribution which opened other revenue streams to the factory for smaller orders.

Bartrums has achieved the following since winning this business

- reduced operating costs in the warehouse over this three-year period
- reduce product damage and improved productivity in the warehouse.
- improved delivery performance for finished goods