

A ONE-STOP-SHOP FOR
regional breweries



Tradeteam is the specialist drinks distribution arm of the world's largest logistics company - DHL. With its headquarters in Hams Hall, Birmingham, Tradeteam was created in 1995 when the former Bass Brewery opted to sell its distribution service.



Tradeteam has grown from a single-contract firm to a major logistics provider working with most of the UK's major breweries and pub companies.

Since 2004, Tradeteam has pursued a proactive strategy of continual improvement. Key points of focus for this initiative over the past four years have been:

- ▶ **The recruitment of the right people for the right job**
- ▶ **Putting customer needs first through the development of tailored services**
- ▶ **£40 million investment in systems and assets to improve overall service and efficiency.**

To date, Tradeteam's 'innovation programme' has delivered tangible results and customer service levels have never been higher - so while the company has grown beyond

recognition during its 13 years, it has also developed its approach to corporate social responsibility and training, putting its staff at the heart of the business.



Facts and Figures

- ▶ Tradeteam is the UK's leading drinks logistics business with a turnover of £160m per annum.
- ▶ Tradeteam has an industry unrivalled nationwide network with 30 operations, 600 vehicles and over 2,000 employees
- ▶ Tradeteam operates multi-customer supply chain services for brewers, drinks suppliers and retailers throughout the UK, stocking more than 2,000 product lines
- ▶ Tradeteam has an enviable 'blue chip' customer portfolio
- ▶ Tradeteam delivers to more than 30,000 'on trade' outlets each week - 20,000 of which are free 'on trade' accounts.
- ▶ Tradeteam carries out more than 7,000 primary (off-trade) trips every month.
- ▶ Tradeteam pick 50 million items per year - including 4 million wines and spirits cases.
- ▶ Tradeteam's pick accuracy on these items is 99.88%.

Tradeteam specialises in servicing regional breweries throughout the UK and Ireland. It's 'one stop shop' approach means that customers can choose from a menu of services - taking advantage of a 'full service' option or simply selecting services on a geographical or individual solution basis. This gives customers unrivalled choice and a flexibility of service options.

Serving the UK's Regional Breweries



Tradeteam Tailored Services

Tradeteam has worked hard over the last few years to develop a service package that gives the 'regional brewer' a set of service options that is tailored towards their specific requirements. Primary and secondary distribution, stock forecasting and product management all feature.

UK Distribution

Regional Breweries can choose from:

- **Primary Distribution** solution at an independent, highly competitive rate
- **Secondary Distribution** to the end user with all of the benefits of consolidation that this brings. The flexibility of the Tradeteam systems allow for an effective and well established 'cross dock' secondary distribution solution. Here, suppliers deliver direct to Tradeteam and Tradeteam delivers direct to the end user outlet.

The Complete 'One Stop Shop'

Cross network collaboration with Tradeteam's other customers can result in significant savings for customers as it is highly likely that Tradeteam is already delivering to most outlets.

Environmental Benefits

There are clear benefits to entrusting your primary and/or secondary deliveries to a third party, particularly where environmental management is

concerned. Tradeteam and parent company, DHL have very aggressive programmes for the reduction of the carbon footprint in every area of their operations. Not only that, but trained experts are available to help you to assess and reduce your carbon footprint within your own business.

Out of Area Deliveries

Tradeteam boasts a comprehensive, UK wide network. Where brewers are looking for a regional solution, Tradeteam can deliver through its established infrastructure. This is possible because of the unrivalled flexibility of Tradeteam's systems, operations and customer service.

Regional and National Sales Support

Hand in hand with the Tradeteam 'out of area solution' goes the support that the company can offer to a brewer's regional and national sales campaign. This means that local brewers can take advantage of a local delivery service as well as broadening sales effort into a larger geographical area on a trial or permanent basis for targeted promotions or expansion.

Order Management System

Tradeteam has made a significant investment in its order management system (AURORA) to complement that of its customers'. The system can be modified to run alongside a customer's existing technology. AURORA provides full visibility of orders and delivery. More importantly perhaps, it provides a valuable tool in the assessment of the profit and sales performance of every outlet.



Transport Management System (TMS)

TMS has been developed by Tradeteam to reflect the specialist requirements of the drinks industry and has been rolled out across the business over the last 12 months. TMS provides the company with invaluable information on transport crew activity. Its main purpose is to deliver a consistency in service to all end users. Daily issues are quickly fed back for resolution through a structured de-brief as well as providing tracking of planned versus actual performance reporting by individual operation and crew and the monitoring of overall transport performance.

Cask Temperature Control

From 2009, Tradeteam is rolling out its network of temperature controlled cask storage facilities to ensure that the quality of beer released from every regional brewer remains constant throughout the network - right up to delivery and marks the continuation by Tradeteam of the 'brewers quality standards' and helps to preserve the integrity of the Cask Marque.

Warehouse Management System (WMS)

Tradeteam's Warehouse Management System (WMS) is best described as the advanced technology and operating process that optimizes all of its warehousing functions. These functions typically begin with receipts from suppliers and end with shipments to customers, and include all inventory movements and information flows in between.

Tradeteam's WMS solution has been designed to merge computer hardware, software, and peripheral equipment with improved operating practices for managing inventory, space, labor, and capital equipment in its warehouses and distribution centres. The implementation of WMS has allowed Tradeteam to increase its competitive advantage by reducing labour costs, improving customer service, increasing inventory accuracy, and improving flexibility and responsiveness. The WMS allows the company to manage inventory in real time, with information as current as the most recent order, shipment, or receipt and any movement in between.

Customer Service

Tradeteam's Customer Service Centre now manages all customers' distribution queries. The centre employs 40 people and reports directly into the operations function, enabling the rapid resolution of any day-to-day service issues.

The centre deals with order capture, direct call logging, complaints analysis and pro-active customer surveys. Already, feedback for this service has been very positive and Tradeteam plan to use its capabilities not only to improve service levels to all of its customers but also to introduce market focussed initiatives into the business.



Contact: Mark Fergusson

Tradeteam Limited | Edison Road
Hams Hall National Distribution Park
Coleshill | Birmingham B46 1TT

Telephone: 01675 468 578 | **Fax:** 01675 468 582

Email: sales@tradeteam.com

Website: www.tradeteam.com