

ESAB UK & IRELAND

Delivering on our Customer Promises

New Distribution Centre Supports Superior Customer Service for ESAB UK & Ireland

“At ESAB Europe we are simplifying, standardising and optimising the way we do things to enable us to deliver superior customer service. Key to achieving this ambition is streamlining our European supply chain from 17 stock locations to just three and ensuring that our customers receive faster and more accurate fulfilment of their orders.”

Peter Dodd, Managing Director, ESAB Europe

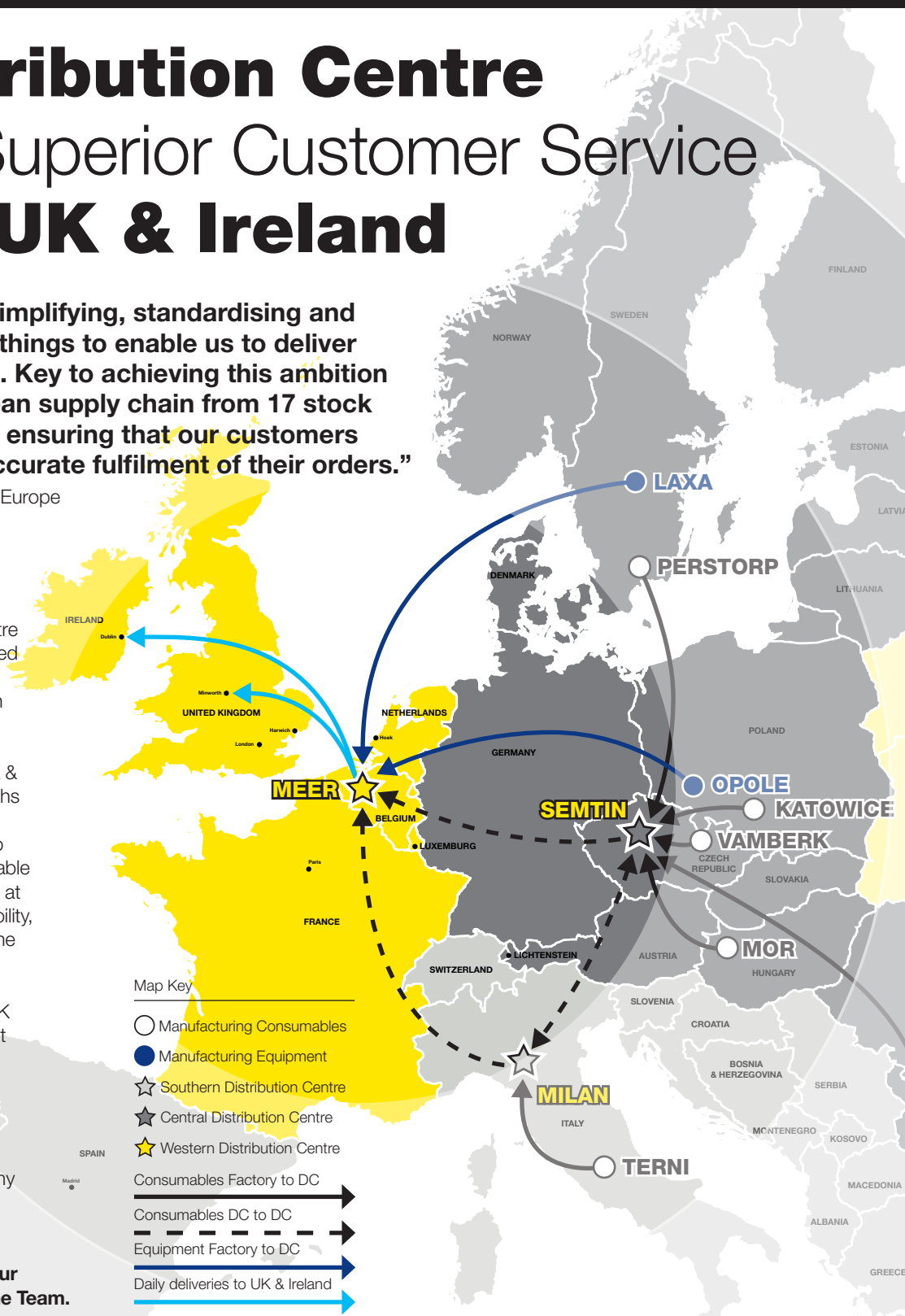
Underpinning this from a UK & Ireland point of view is a reliable and efficient warehousing and distribution system, based at our Western Distribution Centre (WDC) in Meer, Belgium. We’ve operated a warehouse in Meer since 2003 and, from April 2011 it will become our main distribution centre for the UK & Ireland.

We’ve been piloting deliveries to the UK & Ireland out of Meer for a couple of months already and our customer service levels are already improving. We expect this to continue in coming months as we’ll be able to draw on a much bigger pool of stock at Meer which will increase product availability, improving delivery times and reducing the requirement for follow up deliveries.

■ As a result, our customers in the UK & Ireland can expect: More frequent deliveries, better consolidated deliveries, fewer stock outs and improved service levels

■ Combined with: The same great products, the same delivery company and drivers and the same customer service contacts and order desk.

See overleaf for Six Key Benefits, Your Questions Answered and to Meet The Team.



Map Key

- Manufacturing Consumables
- Manufacturing Equipment
- ☆ Southern Distribution Centre
- ★ Central Distribution Centre
- ★ Western Distribution Centre



SIX KEY CUSTOMER BENEFITS

1. Consolidated deliveries and invoices
2. Later cut off times – orders received by 4.15pm (UK) or 2.30pm (RoI) will be despatched same day
3. Delivery within 48 hours from point of order for majority of customers
4. Daily deliveries rather than 2 x per week
5. Accurate delivery dates
6. Target of 95% + delivery as promised

Your Questions Answered

Q. How do you know the new systems will provide better service? What if it goes wrong?

A. DHL have been running our Meer warehouse since 2003 – servicing the Franco and Germanic region. We have been piloting the UK & Ireland transport operation since February – with very positive results. In fact, service levels have improved since we started trialling the new routes. In addition, UK & Ireland is one of the last of our regions to move to the Meer warehouse. All the other transitions have been seamless and there is no reason to think this will be any different.

Q. Won't using a warehouse on the Continent slow down our deliveries?

A. The WDC in Meer is at the heart of the European transport network and will deliver direct into Minworth (for the UK) and Dublin (for Ireland). UK & Ireland customers will benefit from more frequent deliveries i.e. daily rather than twice weekly.

Q. Will we have a different delivery company and drivers?

A. No. Our current local transport provider (The Pallet Network) will continue to deliver our consumables and equipment products to you.

Q What happens if the French go on strike or there is bad weather in the channel, will my order be delayed?

A. Meer is at the centre of a major European and global distribution hub, with access to multiple cross channel routes. In addition, we're moving from twice weekly to daily deliveries into the UK & Ireland, so you'll get your order as quick, if not quicker, than you ever have – rain or shine.

Q Will your prices go up as a result of this change?

A. No, there will be no impact on your prices as a result of this change.

Q What will happen to customer collections?

A. The handful of customers who happened to be based close to our Harlow depot and occasionally collected their orders from there will no longer be able to do so.

Q. What about urgent spares or parts?

A. There will be a quick and efficient parcel service for products up to 25kg, including urgent spares and parts.

Q. What is the UK & Ireland returns procedure?

A. The returns procedure will be unchanged. Simply contact the customer service desk and they will arrange for collection.

Meet The Team

KEY SALES CONTACTS



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