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GEODIS GETS IN 'GEAR 4' MAJOR IPOD ACCESSORY PROVIDER

A complete warehousing and logistics solution from leading international provider Geodis Calberson is adding significant value to the operations of one of the world's premier suppliers of accessories for iPods.

Based in High Wycombe, Disruptive Ltd, owners of the Gear 4 brand, sources and supplies small yet high value items such as speakers, Bluetooth devices, headphones, radios and docking stations from the Far East which are delivered loose loaded.



These items were originally stored and distributed from Gear 4's own premises, but the rapid growth in demand for these products meant that capacity had become outgrown and an alternative solution was required.

Gear 4 contacted Geodis Calberson to provide a turnkey service including multi-user warehousing, transport management and returns management.

Geodis Calberson was able to provide racked space within its 110,000 sq ft European distribution hub in the south-east on a 'pay per use' basis, meaning no fixed overhead and allowing for peaks of activity based on seasonal demand. This highly secure facility has CCTV, manned security around the clock and vehicles and staff are subject to searches, providing peace of mind to Gear 4 about the safety of goods held there. Geodis also provides full management reporting through its warehouse management system which interfaces directly with Gear 4's own system.

As part of the arrangement, Geodis is responsible for picking, packing and palletising loads to be transported to around 1,000 retail outlets nationwide – full and part loads are carried by Geodis' own fleet, pallets are usually transported by Fortec Pallet, Geodis' dedicated pallet distribution network, while Geodis also manages parcels suppliers on behalf of Gear 4 for smaller shipments.

New product lines are fully integrated into the Geodis warehouse as they come on-line, while Geodis Wilson, the global freight forwarding division of the Geodis group, operates on behalf of Gear 4 an export consolidation hub in the Far East, demonstrating the Group's ability to deliver complete international transport, logistics and warehousing solutions.

Richard Tindall, Key Accounts Manager – Sales at Geodis Calberson, explained: "It was in many ways a natural progression for Gear 4 to go from using Geodis

for freight forwarding to full supply chain management as its business grew so rapidly that it could no longer be adequately handled in-house.

“Working across the Geodis group we have been able to develop a total solution which allows Gear 4 to focus on its core operations knowing that the transport aspect is fully controlled yet totally transparent in terms of reporting.”

Tim Dabbs, Managing Director of Disruptive Ltd, added: “ As a very fast moving company in a fast changing market, we rely on our third party partners to keep pace and provide excellent service to ourselves and our customers.

Responsiveness and accuracy of service is required and this is what Geodis provides. Long may it continue.”