



Barron Wood Distribution Limited

CASE STUDY

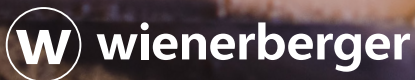


Construction

bwd helps keep wienerberger moving

W wienerberger

August 2024 



wienerberger is the world's largest producer of bricks and clay blocks, as well as being the market leader for clay roof tiles. The company has over 200 production sites across 28 countries and operations in the UK have grown to more than 20 sites since arriving in the country in 2001. wienerberger has built its reputation on delivering high quality services and solutions to construction industry customers. However, ensuring that deliveries can adapt to changing requirements at short notice and that the customer is kept updated throughout the delivery process has been challenging.

Mike Clews, Logistics Operations Manager at wienerberger, explains further: "Here in the UK we have offices in Stockport and Doncaster and a mix of showrooms and manufacturing sites from Co. Durham to West Sussex. We serve the whole breadth of the construction industry, from big building contractors to small independent home builders and as a result have a wide range of load sizes and destinations to manage. On-time deliveries and customer schedule flexibility are therefore a priority for us."

Barron Wood Distribution (bwd) joined forces with wienerberger in 2015 to manage volumes from Ipswich port. With their extensive nationwide fleet, bwd quickly streamlined operations and now handles contractual volumes for 13 of wienerberger's UK sites.

Over the years, bwd has evolved from an occasional haulage provider to a trusted transport partner, delivering thousands of shipments annually. Demonstrating their commitment to excellence, bwd has achieved over 99% on-time in-full (OTIF) results since 2022, delivering thousands of loads safely and efficiently.



A successful partnership

From small beginnings, the partnership between wienerberger and bwd has flourished. This has been largely thanks to the transport company's ability to navigate the peaks and troughs of wienerberger's customer delivery schedules. From the beginning of the working relationship, flexibility and visibility have been key and thanks to bwd's 'can do' attitude to any delivery request, the company has moved from being seen as a supplier to a respected partner by wienerberger.

bwd efficiently manages load planning, stock checks, and provides wienerberger's customers with delivery updates 24 hours in advance across 13 UK sites. By operating a streamlined supply chain model, bwd can book specific delivery days with wienerberger's customers, a service more commonly seen in the retail sector than in construction.

As part of their service, bwd plans all loads and ensures timely customer notifications, delivering top-notch service consistently. They offer a versatile service model tailored to individual customer needs, ranging from fixed date and timed deliveries to fully flexible week-commencing deliveries. Whatever the requirement, bwd aims to ensure that the load arrives on time.

The partnership between wienerberger and Barron Wood Distribution (bwd) has recently advanced with the introduction of the RoadRunner transport management system app. With live tracking, wienerberger can see the location of any vehicle in real time, however this app's key benefit is its ability to provide immediate proof of delivery documentation. bwd can now send proof of delivery documents within 10 minutes of a load being delivered, significantly enhancing visibility and efficiency.

This rapid documentation enables prompt identification and resolution of any delivery issues, further boosting customer satisfaction. Additionally, this streamlined process accelerates payment procedures with customers, providing substantial operational benefits for wienerberger.

bwd support for wienerberger in numbers

2023

823 fewer journeys to deliver the same quantity of bricks

74,732 fewer miles travelled

125,619kg reduction in CO2e emissions

2023

OTIF **99.3%**



“ bwd gives us flexibility and access to fleet at short notice.”



Keeping competitive

Barron Wood Distribution (bwd) collaborates closely with wienerberger to maximise cost efficiencies through meticulous stock management. By ensuring that vehicles are only dispatched to ports once inventory has been verified and is ready for collection, bwd effectively avoids abortive loads and the high costs associated with wasted journeys.

The partnership between bwd and wienerberger is built on continuous improvement and a shared commitment to excellence. From quick response times to minimising additional costs, their focus remains on delivering the best possible service to customers.

Since 2023, bwd has also worked with wienerberger as part of their Load Optimisation project to improve the efficiency and sustainability of their logistics operations. Through continuous efforts to reduce the weight of bricks via dematerialisation, wienerberger identified an opportunity to optimise brick pack weights and configurations depending on vehicle types and offloading options, for example double stacking of bricks.

Thanks to support from bwd, they were able to contribute to wienerberger's achievement of 823 fewer journeys, resulting in 74,732 fewer miles travelled to deliver the same quantity of bricks, leading to a 125,619kg reduction in CO2e emissions.

Andrew Vickers, Director of Construction at bwd comments: "Our relationship with wienerberger is successful because we work together for the benefit of both companies. Through the good and bad, we are there to get the job done. As well as ensuring wienerberger's reputation for high quality service is maintained in the UK deliveries, I'm proud of the fact that we have also achieved 'zero lost time incidents' since 2021. This is the fruit of prioritising a culture of safety for our sub-contractors and training them to follow wienerberger's load security documentation to the letter."

Mike Clews comments: "bwd has gone from helping us out, to being a mainstay in the supply of haulage to our customers. The team are quick to step in to help us overcome delivery failures from other hauliers, be that due to breakdowns, meeting tight turnaround times or network coverage issues. Basically, the partnership has flourished because when we give bwd a challenge, they rise and meet it and deliver for the benefit of our customers. bwd has made us a stronger business and by embracing the real-time reporting processes we wanted to put in place, they have helped us to continue to lead the way in excellent service. Whether it is a planned or short-notice delivery, the team at bwd is there to help us be the best we can be. You can't ask for more than that."



Barron Wood Distribution Limited

CASE STUDY



Barron Wood Distribution Limited

Southport New Road
Tarleton
Preston
England
PR4 6HY

T 01772 610160
E traffic@bwd.co.uk
W bwd.co.uk

