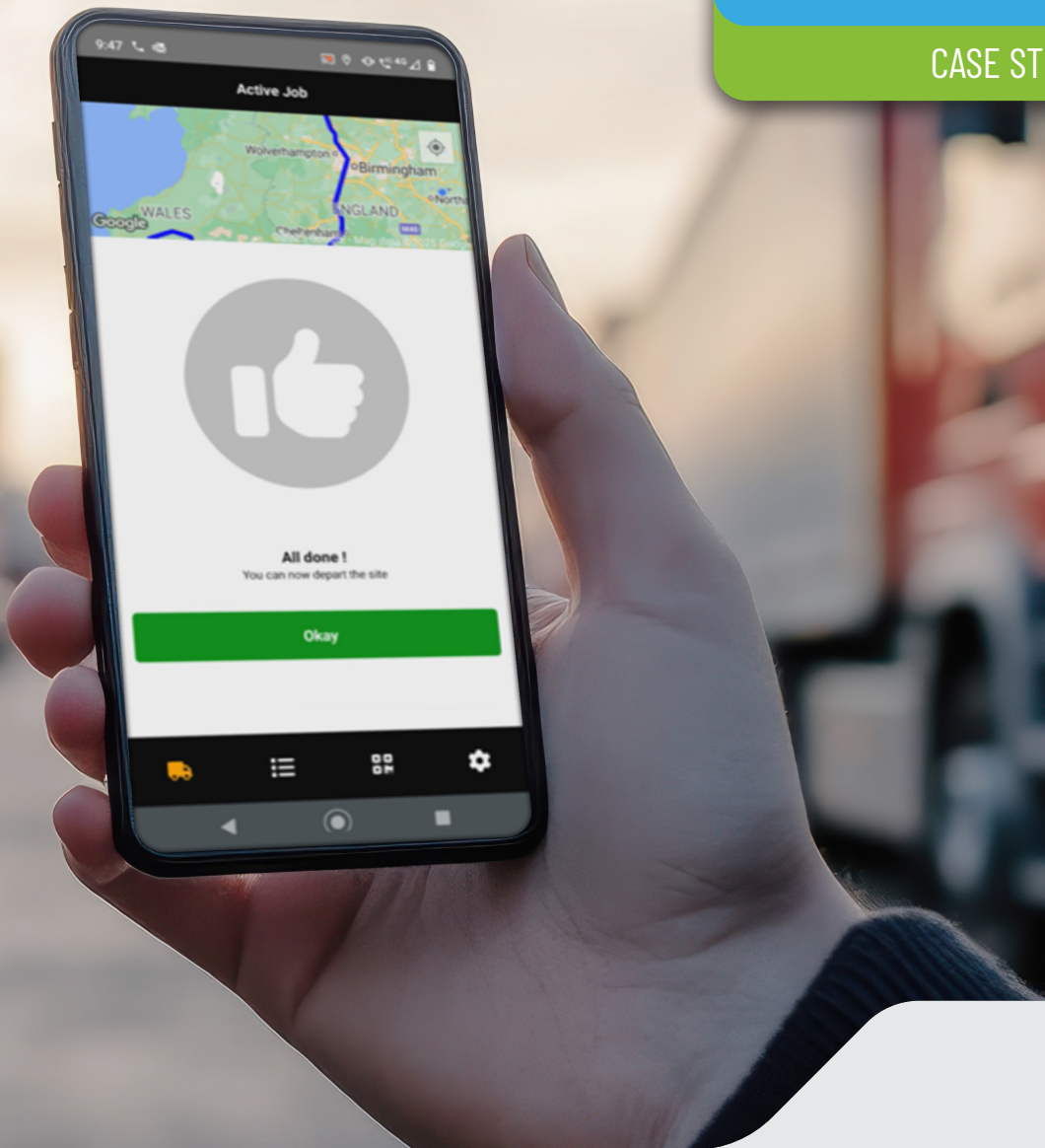




Barron Wood Distribution Limited

CASE STUDY



bwd partners with 3T Logistics
to deliver service excellence to
global food brand

August 2025 



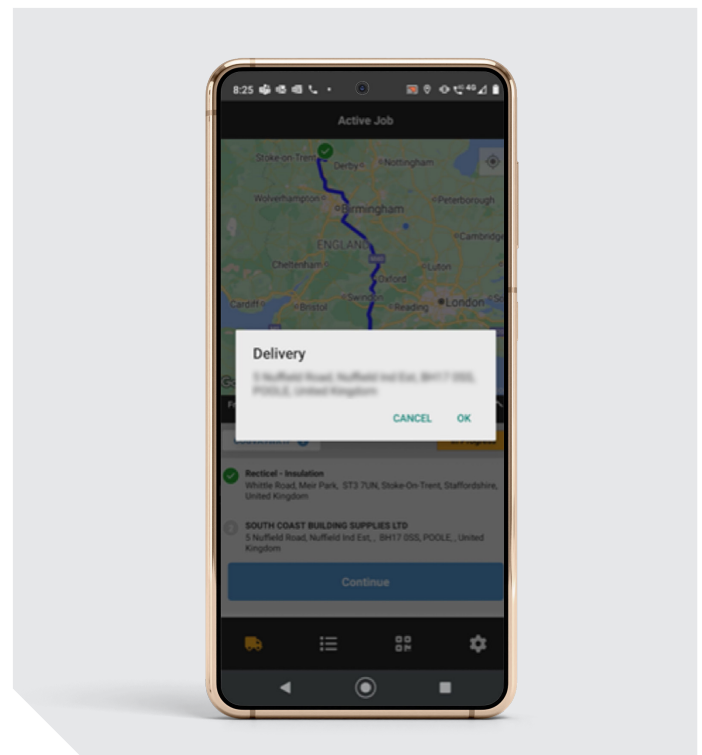


In 2022 3T Logistics, a globally recognised transportation management (TMS) technology provider in the Aptean Group, began working with a major international food brand to deliver their products nationwide. They were given the contract due to the food manufacturer's pursuit of ever-increasing delivery improvement. 3T inherited a number of hauliers with the contract and undertook a 12-month consolidation process to keep the top performers. As a logistics technology company that offers software solutions to the transport sector and 4PL transport solutions to shippers, it was vital for 3T to keep hauliers who could translate the company's TMS solution into reliable real-world deliverables.

Barron Wood Distribution (bwd) was one of the companies subcontracted to the original lead logistics provider and when 3T took over the transport management, their delivery volumes were initially reduced. This decision was primarily based on the uncertainty of whether bwd, an asset light transport business, would be able to meet 3T's stringent quality and compliance requirements. However, it took only three months for bwd to consistently be in the top three suppliers' position with 3T.

Within the first year, bwd had also helped 3T move the food producer's delivery score card with a major retail customer from regularly being in 20th position to the top 5. Not surprisingly with service records like this, the relationship between bwd and 3T has continued to grow, moving from a transactional one into a highly successful partnership.

Matt Garland, Chief Commercial Officer at 3T Logistics comments: "Our mission is to improve service, reduce costs to shippers and carriers and remove empty running. We do this through good collaboration and the smart use of technology. However, to achieve our mission we need strong transport partners who can translate our TMS plans into real-world deliveries, whilst also keeping our customers up to date via our INCAB app.



A lot of haulage is stuck in the 20th Century, with paper proof of deliveries still a daily reality for many, but to overcome this we require our hauliers to use our in-cab app to give customers instant tracking. As well as being a dependable and flexible operational partner, bwd is one of the best transport businesses we work with at adhering to our strict production collections slots. The team has worked hard to fully integrate with our TMS system and has adopted and ensured the use of our track and trace app across all their subcontracted delivery drivers – which is no small feat.”

John Leddy, Regional Manager at bwd shows how far the relationship has come: “Working with 3T we are under high service scrutiny 24/7. This means that daily communication with the 3T team is vital to ensure things are kept to plan and that reporting is accurate. We also carry out regular training to make sure that all our hauliers are trained on the delivery software. As well as ensuring the best possible service to 3T, we also encourage the other haulage companies on their books to excel and now regularly share best practice advice with them at 3T’s carrier workshops.

“Thanks to having a deep network pool of hauliers and hybrid transport models, we are also able to quickly mobilise coverage for new lanes, peaks, or contingencies and same/ next-day flexibility. This gives 3T much needed agility and a partner they can fall back on to get the job done, even if it is a multi-drop or just-in-time requirement. As a result of the trust that we have built up over time, we are also now supporting them on UK and EU deliveries for FMCG, packaging and building materials customers.”

Thanks to the partnership with bwd, 3T has access to short-notice load cover, stand trailer provision for high-volumes, accommodation of seasonal fluctuations, out-of-hours and weekend transport execution and much more. Yearly on-time in-full (OTIF) results are running at almost 100% for the thousands of loads handled by them and 3T has a partner they can rely on to help them deliver their high service goals.

bwd support for 3T in numbers

bwd has helped deliveries move from **90%** arriving on-time to over **99%** with a major national supermarket brand

bwd often reaches **no.1** in 3T’s ‘haulier cab compliance’ charts

bwd consistently delivers performance in the high **90%** range across all major KPIs:

- On-Time In-Full (OTIF)
- Collect on time (COT)
- Compliance (Vehicle & Driver)
- POD Return Rate (within 24–48 hours)
- Invoice Accuracy
- Load acceptance

Matt Garland | Chief Commercial Officer | 3T Logistics

“bwd has worked hard to integrate its operations with our systems and technology to achieve high levels of compliance and performance for 3T customers.





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