



Barron Wood Distribution Limited

CASE STUDY

bwd powers Land Energy's transport success

June 2026 



Land Energy Girvan Ltd is a leading UK renewable energy company specialising in the manufacture of high-quality biomass fuels. Based in South Ayrshire, Scotland, the company has created and supplied sustainable wood pellets and briquettes to domestic householders, commercial and industrial organisations, farms, estates, public sector buildings and renewable energy providers for more than 18 years.

With customers spread across the UK, and the company routinely experiencing peaks and troughs in demand for its products, Land Energy needed an adaptable and responsive transport partner capable of meeting its changing needs reliably while helping to keep its costs manageable in a competitive energy market.

Recognising this, bwd approached Land Energy with the aim of better understanding its logistics requirements in Scotland. In demonstrating sector knowledge and offering competitive rates, the two companies began working together, forming a long-term, successful partnership that has continued to go from strength to strength, year after year.

A successful partnership

Prior to partnering with bwd, Land Energy utilised an alternative transport partner whose services were more expensive and lacked the specialist resources and understanding needed for a truly effective biomass logistics operation. Recognising the potential for improvement, bwd's approach piqued Land Energy's interests.

With bwd having proven to be an efficient and knowledgeable industry partner, the relationship has grown into an effective collaboration built on adaptability and trust. bwd quickly worked to understand Land Energy's requirements, service expectations and operational patterns such as seasonal fluctuations, enabling it to tailor its approach with responsive transport solutions.



Some of the key challenges that bwd has helped Land Energy to address as part of this approach have included:

Seasonal demand shifts

During colder months, demand for biomass fuel increases significantly. To ensure Land Energy makes the most of the peak winter season's opportunities, bwd provides fast mobilisation and next day solutions, ensuring its client is able to maintain service continuity even when order volumes spike.

Geographical challenges

Land Energy's location in Girvan had proven to be logistically challenging. To solve this, bwd carefully plans vehicle routes and reload points, ensuring that trucks are sourced from areas close to Land Energy's site in order to reduce costs and improve supply chain efficiency.

Operational flexibility

Last minute customer changes, urgent deliveries and route adjustments are all inherent within Land Energy's operations. bwd's planning team helps to overcome these hurdles, forecasting and adapting operations to ensure services remain uninterrupted.

Reliability

With fuel deliveries often time critical, reliability is essential for Land Energy's own customers, and therefore the firm's reputation. bwd consistently meets its on time performance KPIs, helping Land Energy maintain strong customer relationships and service standards.

Going the extra mile

Throughout its partnership with Land Energy, bwd remains committed to maintaining the highest standards in terms of service, communication and operational understanding. In real terms, that translates into:

- Fast turnaround on requests and quotes
- A consistent rate structure, providing cost stability
- High on time delivery performance
- Clear, proactive communication
- Strict adherence to Land Energy's site rules and processes

Jodie Ferguson | Scotland Outbound Regional Manager | bwd

“At bwd, we're proud to be part of Land Energy's journey in supporting the renewable energy sector. Their commitment to sustainability aligns perfectly with our values, and we're honoured to contribute to their mission by providing reliable, cost effective transport solutions that help them make a real difference for the planet.”



The partnership between Land Energy and bwd is further strengthened through regular contact. bwd's team regularly travels to Land Energy's site to discuss challenges, understand potential strategy changes, and ensure its drivers and planners are aligned with the firm's goals and real-world operations.

Technology also plays an important role in exceeding Land Energy's expectations. bwd's driver app provides real-time tracking and proof-of-delivery updates, improving visibility for Land Energy and its clients, while also ensuring that payments are processed promptly.

Delivering meaningful results

Through this multi-layered logistics partnership, bwd has created measurable improvements across Land Energy's operations that include:

High on-time delivery rate

bwd consistently achieves 98-99% on-time deliveries, helping Land Energy meet tight deadlines and maintain strong relationships with its customers.

Reduced operational costs

By keeping rates both stable and competitive, and prioritising efficient route planning, bwd has helped Land Energy keep its transportation costs low, helping the firm to remain competitive without compromising on service quality.

Increased operational visibility and effectiveness

The implementation of a real-time proof of delivery and tracking technology has enabled Land Energy to streamline administration requirements, all while improving visibility for customers that has helped to accelerate billing cycles.

Through a commitment to understanding Land Energy's specific challenges and delivering flexible services in order to achieve consistent performance metrics, bwd has helped Land Energy improve its service reliability and operational visibility, all while achieving meaningful cost savings.

What began as a transport solution has become a long-standing, trusted partnership that is crucial to the success of the UK's renewable energy sector.

Nicola Taylor | Business Development Manager | Land Energy

“ We have worked with bwd for a number of years. The team has been great at consistently providing a reliable and trustworthy service. Helping us navigate our move as a company and still being able to meet our requirements. We are proud to have such a reliable partner in bwd.





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