



# Oakland

INTERNATIONAL LIMITED

## Multi Temperature Supply Chain Specialists

Your single source solution for all storage,  
packing and distribution requirements



# 10<sup>th</sup> Anniversary - help us celebrate 2008

*Did you know that 2008 is Oakland's 10<sup>th</sup> anniversary?*

You didn't, well you do now and we want you to be a part of it and help us celebrate our team's achievements and successes.

Oakland began operations in 1998, since then our service provision has evolved in response to change and to what you our customers want from us, whilst we have maintained our core values.

A family firm, we know and appreciate that we couldn't do it without you; our customers, network partners, suppliers and especially the Oakland team. As we celebrate our 10<sup>th</sup> anniversary we want to extend our thanks and best wishes and we look forward to keeping you updated with all Oakland's celebration activities over the coming year.

Watch our website for regular updates: [www.oakland-international.com](http://www.oakland-international.com)



## New depot provides additional services for Oakland clients

Our newly opened Alcester depot is proving a great success with Oakland customers, the depot caters for food grade storage and consumer goods. New ambient consolidation schemes will be up and running shortly, making it an ideal time if you are thinking about outsourcing all or part of your storage and distribution operations. Learn how Oakland can support you.

At our main depot at Redditch, Oakland continues to provide customers with exceptional extended services you have come to expect.

Alcester's additional facilities include archive storage and dedicated conference and training facilities. Regional meetings? We can help with a great central location and superb outlook, overlooking the beautiful rolling hills of the Warwickshire countryside.

**Interested? – call (01527) 596222**

For all your storage, picking, contract packing and distribution solutions.

email: [sales@oakland-international.com](mailto:sales@oakland-international.com) or browse our website (in 7 languages) *Find out what we can do for you!*



Need off-site facilities for meetings or training sessions?

Oakland's Alcester depot offers 'Rooms with a View'

email: [sales@oakland-international.com](mailto:sales@oakland-international.com)



# Community Support

## Language Champions Pledge Continues

Pete Vaughan, Oakland's Business Development Manager, recently went back to the classroom hoping to encourage more pupils at a local school to 're-think' language skills as a way to broaden their future career prospects.

At Arrow Vale Community High school, Pete delivered a straight talking presentation, giving students a snapshot of potential job roles and salaries available for those with language skills within the storage and distribution industry.

Following the national trend, the school has seen a rapid decline

in the number of students taking a language. Said Pete: "Oakland was delighted to continue to support the Business Language Champions initiative, as it is a great way of getting the language message across that Britain needs to nurture language talent within our schools. Oakland needs staff with languages to work with customers and in turn their customers worldwide."

In 2007, Oakland also supported the Business Language Champions initiative, helping double the number of students taking French GCSE at St Augustines school, Redditch.

Pictured below: Pete Vaughan, Oakland's Business Development Manager with pupils from Arrow Vale School.



To learn more about this great project visit:  
[www.rln.westmidlands.com](http://www.rln.westmidlands.com)

# Junior Bees investment



Working with local youth rugby club, Birmingham and Solihull Bees, Oakland has been asked to help repair the pitch, provide kit sponsorship and organise a new secure container unit to store it all in.

The club is one of the top 20 rugby union clubs in the country playing in National League 1. The Mini and Junior section of the club sees over 300 young people between the ages of 6 and 17 playing in 11 age groups under the guidance of 40 qualified coaches.

Oakland director, Sallie Attwell, said: "As a keen supporter of a number

of community initiatives, we are happy to help as the kids gain so much more than just playing a game of rugby. Life skills, team building skills and skills that will stay with them. Club coaches and the many great people who give up their time to support the kids are invaluable."

Bees' Mini and Junior chairman David Phillips said: "Many people help towards the success of the club but few have contributed in such a variety of ways - providing team shirts, reseeding playing areas, clearing drainage channels and providing a secure storage container. Whatever challenges the club has, Oakland says 'we'll do it' and I know it will be done."

Need a secure and reliable chilled parcel, sample delivery service for your product?

Choose Oakland's next day 'Nippy Box' courier service at a fraction of the cost of standard courier delivery services.

email: [sales@oakland-international.com](mailto:sales@oakland-international.com)





# 24hr Baby Boom

*It's congratulations all round as we welcome and rejoice the imminent arrivals at A&E Security, our wonderful security company who supply 24hr, 7 days a week cover for Oakland's operations.*

new baby!

We've asked A & E Security MD, Ken Hadley, for clarification but he's at a loss as to what's happening as it's only happening with the staff based at Oakland. Said Ken: "It's a unique

**“ THEY MUST BE HAPPY IN THEIR WORK, THAT'S OUR CONCLUSION! ”**

phenomenon for A & E and initially it was a shock.

"At any one time we will have a couple of staff from across the whole company expecting a baby, but to have all male staff based at the same security assignment expecting is a first. They must be happy in their work, that's our conclusion!"

*Congratulations to you all!*

Yes that's right - all four male guards, who only work at Oakland are having babies – well not them of course, but their dear partners who are either expecting or who have just announced the arrival of a

**QUALITY  
QUALITY  
QUALITY**



Over the years, our Quality Assurance division have overseen all Oakland's operations, making us stand out from other storage and logistics providers.

Why?

Because:

- You, our client, gains from a dedicated QA department overseeing every aspect of all on site operations.
- QA has ensured that we have been BRC accredited for 6 years running.
- 2007 QA ensured we achieved BRC for storage and distribution incorporating all new and enhanced requirements including traceability layout, product flow and segregation and handling requirements for specified materials.
- Oakland's QA assistants oversee the entire near code stock for resale avenues or disposal routes; often ensuring local charities have the opportunity of receiving product that would otherwise end-up as landfill.

If there's another way – our QA division will find it...

# Energy News Update

## Partnering with Oakland supports your carbon footprint initiative

Oakland's energy committee has enlisted the help of Ben and Emily, children of Oakland directors, MD Dean Attwell and wife Sallie, to help formulate future energy saving initiatives that will have a positive and direct impact on our customer's bottom line.

Implementing a number of energy saving initiatives on site, Oakland's reed beds already use substantially less energy than conventional sewage treatment methods. The reeds themselves create an important wildlife habitat and can be used for thatching.

In 2009 we hope to become carbon neutral, reducing not only Oakland's carbon footprint

but also the footprint of our customers, already attaining an 86% saving in road miles for suppliers via our pallet sharing distribution scheme.

Our energy efficient chillers and motion detection lighting and £35,000 power factor corrector and voltage optimisation has significantly increased the efficiency of our electrical usage; result a significant reduction in overall energy consumption and waste.

Commenting on her new role, Emily added: "We are both really excited at the prospect of being part of the energy committee and actively helping

reduce not only Oakland's impact but the environmental impact of their customers too. It's going to be great."

Working together with you, our customers, Oakland recycles plastic, cardboard, wood and helps distribute short coded food products to charities; reducing by half the amount of skips sent to landfill.



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# Get Real (Organic Foods) Ltd

## - case study



Well-known as an innovative leader in healthy organic food, Get Real Organic is an award winning bakery situated in Shropshire, developing and producing 'meat free' ready-meals and desserts low in fat, salt and free from additives and preservatives or any hydrogenated fat. Get Real contacted Oakland in their quest to source a chilled distribution solution for their organic product range, specifically their chilled quiche and Ambledown roasts.

Historically, Get Real was a supplier of frozen product, however securing a large chilled account meant the company needed to find a specialist chilled distribution partner. With a specification that didn't suit standard distribution costs on pallet quantities, it dictated a need for flexibility, a solution that would deliver and fit with Oakland's environmental and ethical policy.

Oakland's consolidation schemes offer direct routes to your customers!!

Oakland MD, Dean Attwell, explains: "Reducing Oakland's overall impact on the environment is embedded within every process we undertake, whilst we provide our personal commitment to customer service, a top priority. Offering a number of options

such as using our shared user pallet consolidation scheme not only means we save our customers money, it means we make it possible for smaller producers and manufacturers to get product on to the shelves of retailers and food service outlets such as Asda, Tesco, Waitrose and 3663."

Get Real Organic orders are received via EDI and processed using Oakland's Proteus warehouse management system (WMS) – delivering increased capacity together with clean, thorough and transparent order tracking. Orders are then collated for release to Oakland's warehouse unit, at which point each order is picked and consolidated on complete pallets ready for delivery. Get Real enjoys the benefit of Oakland's WMS through a number of bespoke reports, receiving account management on stock handling and expired stock. Automatic reports are produced and sent daily detailing stock, confirmed orders and expiration reports showing all stock past minimum shelf life.

Dai Williams, OD for Get Real Organic Foods, said: "One of the main issues for a small trading company in the chilled, short shelf life business is finding an efficient and cost effect route to market. Having identified Oakland as the right trading partner, success has allowed us to develop with Get Real Organic now servicing a number of food retail chains, with Oakland undertaking all our chilled business."

Utilising Oakland's consolidation schemes, Get Real not only secured a route to market; they reduced costs and their overall distribution operation impact on the environment, lowering the company's total carbon footprint. Get Real Organic products can be found in retail outlets including Sainsbury's, Waitrose, Tesco, Asda, and independent health food stores across the UK.



For a consolidated route to market  
contact us on T: +44 (0) 1527 596222

## Luci OConnor targets UK and European sales

Luci OConnor, Oakland's newly appointed UK and European Sales Manager, has over two decades of experience working within the specialist 3PL warehousing and logistics sector, gaining key knowledge of chilled, ambient and frozen warehousing and distribution that she is now using to support you, our customers.

Speaking of her appointment she said: "I am very excited to join the Oakland team. Having a positive culture, it's the right recipe for a leading provider of food logistics solutions."

MD Dean Attwell commenting said: "Luci is already helping to drive plans forward for our customers in all areas of ambient, chilled and frozen storage packing and supply chain consolidation. She is also heading our European sales operation, which is growing rapidly as we provide a multi temperature one-stop-shop solution for foreign clients wishing to access the UK."

Oakland understands that you, our clients, want more than the standard supply chain partner tends to provide. You expect to grow and have complex business models - with Oakland you have found the ideal

partner. Working with high growth levels, Oakland passes on a number of savings to customers through improved economies of scale.

For details on how your company could benefit from Oakland's single source storage, picking, packing and distribution solution, visit our website or contact Luci direct on (01527) 593962 email: [lucioconnor@oakland-international.com](mailto:lucioconnor@oakland-international.com)

