

Oakland's 'Nippy' Innovation!

Sending samples of chilled food products to potential customers has always proved costly and problematic, until now.

Redditch based multi-temperature supply chain specialist, Oakland International, will launch their innovative chilled and frozen parcel distribution solution, the 'Nippy' parcel delivery service, at the IFE07 International Food & Drink Exhibition in London (18-21 March). This new service will initially be available for dispatching both chilled & frozen products in the UK. However, Oakland International is already developing strategic partnerships with the intention of offering overseas dispatch options within the year.

"The new 'Nippy' delivery service has been developed in response to customer feedback," explained Peter Vaughan, business development and project coordinator for the nippy. "Our flexible 'Nippy' sample solution is capable of maintaining chilled temperatures for up to 48 hours, even in the ambient supply chain. All products are dispatched in protective packaging and are fully traceable."

The benefits of the 'Nippy' service include next day timed UK delivery options, competitive rates and the flexibility to accommodate the dispatch of regular stock items, samples or emergency orders to business or domestic addresses.

Oakland is BRC accredited and offers supply chain solutions to suppliers of retail, foodservice, wholesale and manufacturing, bringing together storage, picking and distribution of ambient, frozen and chilled product.

Through the use of case and pallet consolidation schemes they provide a cost effective route to market, ideal for smaller volume suppliers and local producers. Facilities include contract packing, distressed load management and quality assurance presenting clients with a single source solution all under one umbrella.

Oakland's Managing Director Dean Attwell said: "The new 'Nippy' opens up fresh opportunities as it makes it financially viable to send small perishable sample products to potential customers.

"Call in on the Oakland team at IFE07 on stand 'SN4263' (Cheese & Dairy section) or book a personal appointment to discuss our chilled and frozen 'Nippy' parcel solution which can help your business."

The introduction of the 'Nippy' complements a wide range of industry leading services offered via Oakland International.



Image details: 'Nippy' inventor Pete Vaughan holding a 'Nippy' product sample package.

Editor' note: 'Oakland's MD, Dean Attwell is a first rate media speaker, having excellent experience with the local/national media and is available for interview.

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