



## **Ireland gets green light for Oakland International's expanding supply chain operation**

With a reputation for delivering highly reactive, flexible and customer focused service supply chain platforms, UK based Oakland International Limited has made a major announcement concerning the company's expanding business portfolio, one that will see Oakland International extend its business operations into Ireland with a new multi-temperature depot strategically located in Co. Meath, close to the Irish port of Dublin, with an official launch date of Wednesday 27<sup>th</sup> May 2009.

Oakland's Irish depot will be launched in partnership with established Irish international transport specialist, Brian Caffrey International Limited; a family owned and run operation since 1969. The extension of Oakland's business model will see their Ireland operation run as a satellite depot to their UK based operations, enabling both companies to extend their existing supply chain service for both Irish and UK suppliers between the UK and Irish retail sectors, delivering unrivalled lead times and presenting significant cost advantages for producers wishing to deal with UK and Irish retailers direct.

Dean Attwell managing director of Oakland International, commented: "There are significant opportunities within the Irish market to service the retail base with a lower cost, service driven, more reactive and flexible supply chain solution and we are confident that the Oakland offer will appeal to many current and potential UK exporters who have previously been put off by the high entry cost and perceived difficulties in order management processes associated with the Irish retail marketplace. Core to our offer is assistance to Irish producers who similarly want to deal with UK retailers and with whom Oakland is already a respected supply chain partner."

In the planning stage for two years, the new depot will advance both Oakland and Caffrey's business service offer, and support Oakland's strategic objective of international expansion. Mr. Attwell added: "We are delighted to announce this new venture between Oakland and Caffrey International, two strong family firms who share ideals and holding the same customer service focus ethos of supporting and adapting to our customers evolving business needs."

The 30,000 sq ft Ashbourne site will accommodate ambient, chilled and frozen product, and operationally will be based on Oakland's successful UK multi temperature and rework models.

Caffrey International, a highly respected and well-known Irish firm, operates a wide variety of trailer types incorporating insulated box vans, Euro liners, temperature controlled bodies, to roller beds for the transport of airfreight, for goods ranging from computer parts to frozen foods.

Mark Caffrey General Manager stated: "Brian Caffrey International place great emphasis on the provision of a quality service, with all vehicles well presented and fitted with tracking systems to enable customers to know where their products are at any given time. We provide a 24/7 transport service throughout Ireland, UK and Europe and are looking to extend our range of services to attract new business by providing a new transport link between Irish and UK producers to the Irish and UK retailers. We feel that by creating a link with such an established and respected UK based operation as Oakland International who has vast experience in this sector is a great step forward in opening new and extended opportunities to these producers and retailers."