



Oakland

INTERNATIONAL LIMITED

Multi Temperature Supply Chain Specialists

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



BRC Storage & Distribution attained yet again – Oakland ticks all the right boxes

Retaining, and acknowledged for taking the BRC protocol further than the standard requires, Oakland International Ltd has yet again passed the BRC audit for storage and distribution with flying colours.

The BRC (British Retail Consortium) standard is essential for all companies working within the food service industry. Speaking on behalf of Oakland's jubilant QA team, Quality Assurance Manager Louise Smith said: "We're over the moon. Oakland's

insistence on high standards and the team's real dedication has maintained our BRC registration."

Internationally recognised as the 'global standard' for storage and distribution, the standard covers environment standards, operating systems, traceability, layout, product flow and incorporates handling requirements of specified materials.

Oakland's Operations Director, Paul Ziolk, said: "Retaining this prestigious global



standard is positive testament for our customers that they are dealing with a specialist multi temperature supply chain business, ranked amongst the very best."

For more information email: sales@oakland-international.com or call +44 (0) 1527 596222

Expansion to deliver significant benefits

Over the next three years Oakland plans to create up to 150 new jobs to support you, our customers, as we continue to grow.

Our reputation for delivering excellent service and responding to customers' needs has resulted in an evolving, up-to-date organisation capable of not just meeting, but exceeding your expectations. Fantastic news for you our Customers, our Business and for our team.

A 3PL we specialise in delivering chilled, ambient & frozen goods daily throughout the UK, Ireland and Europe, servicing retailers, discounters and foodservice outlets the likes of Tesco, Waitrose, Sainsbury's, Londis, Morrisons, Aldi and Nisa, with Oakland's customers enjoying long-term relationship benefits.

*We are a great team and with great customers;
together we are Oakland International.*

SERVICE, REACTIVITY, FLEXIBILITY

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Employee Award Recognition as Oakland Celebrates

At our 10th anniversary celebrations, 6 members of our team were formally presented with crystal plaques to acknowledge their 10 years of dedicated service. Oakland's MD, Dean Attwell presenting the awards thanked them for all their hard work and for being part of our successful team that has grown from 10 employees to 120 as we are today.



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Joint venture creates European link

A joint venture with Solstor UK is set to open new trading opportunities for both UK and European based manufacturers and suppliers wishing to transport goods into the UK and Ireland from Europe and from the UK/Ireland to the continent.

Oakland's experience of working with Solstor on previous joint ventures utilized Solstor's temperature controlled vehicles to transport European product into the UK, with all storage and onward distribution of retailer goods throughout the UK overseen by Oakland's depots. By extending the cooperation between the two companies, as customer demand grows, we are both resourced to meet that growth and extend our frequency of service.

Jointly we are able to provide a simpler, more cost effective solution for importers/exporters of European products and we can assist any retailers who want to effectively operate a factory

gate collection solution.

Solstor's extensive transport services, linked with Oakland's model for chilled case and pallet consolidation, will provide both current and future customers with a unique service package that collects from any EU country, then stores, picks and delivers through to all retailers across the UK and Ireland – all under one operational system. The great advantage is the simplicity of control and management as the client has only one point of contact from factory to shelf with the confidence of a full web-based track and trace and stock control system.

For more information on this service call +44 (0) 1527 596222 or email: sales@oakland-international.com



Distressed load management service – what's that?

What is a distressed load?

- A vehicle loaded with product that has either experienced illegal entry through tampering of the secure area at the rear of the vehicle by people wishing to gain illegal access to the UK
- OR it could be temperature irregularity of the product
- OR perhaps the load has moved whilst in transit

All of the above fit into the technical category of a 'distressed load'

Oakland's recovery average is in excess of 80% of consignment - a service both accredited and completely auditable

As specialists we have developed in response to client need, providing help and assistance to a growing number of hauliers, suppliers and

even to the UK port authorities; Oakland has the capacity and specialist capability to react quickly to reduce loss of produce and time.

What does Oakland offer its customers?

- Rapid response
- Swift ATP (Biotrace) analysis
- BRC audited facilities and systems
- Protection of customers' interests and integrity
- Rapid turnaround
- Full report of actions undertaken
- Professionalism
- Confidentiality
- Recovery of all or part load, avoiding total destruction
- Certified disposal of damaged stock
- We work alongside you and your insurance company and assist with sale of stock to mitigate any losses/disposal costs



To find out more about Oakland's distressed load service, call the team on: +44 (0) 1527 596222 or email sales@oakland-international.com or view our website www.oakland-international.com

“Thank you”

to all our customers for your feedback on our customer service survey. Your comments have been taken forward and integrated into our business.

Training key to success

Many congratulations to all our team who have excelled and passed their NVQ level 2 in Distribution, Warehousing & Storage, Customer Service, Business & Administration, Team Leadership and Information Technology. Angela Garbett was presented with her award by Jacqui Smith, Home Secretary and Member of Parliament for Redditch.



MD at business talks hits ITN News at 10!

Covered by the national media, Oakland's MD, Dean Attwell, relished the opportunity of addressing Birmingham's high profile, business event 'Transforming the West Midlands Economy' at The Confederation of West Midlands Chambers of Commerce:

In his address, Dean emphasised the West Midlands' position as being at the economic heart of Britain and that it was vital for regional businesses to make their voices heard and acknowledge their impact and responsibilities in respect to our environment.



Wind energy update



The Oakland team would like to formally thank those people who kindly logged on and pledged their support for our wind energy scheme which is hoped to be fully operational by 2010. We will continue to keep everyone informed and

updated on our planning application progress which is expected to go to committee this coming April/May 2009. To find out more about our clean, renewable wind energy scheme please log on to www.oaklandgreenenergy.com

Oakland strengthens senior management team

Oakland's appointment of Paul Smith as Operations Manager has further strengthened the company's senior management team at a period of strong commercial growth.

Bringing extensive knowledge and experience of warehouse, depot and distribution

management to the role, working as he has with a number of considerable organisations over his 20 year career, the addition of Paul to Oakland's specialist team is a positive move to assist our suppliers and customers. In his new role Paul will work alongside

Chris Harris, our existing Operations Manager, assisting with the day to day operational management needs of the business.



ISO9001:2008



Oakland is committed to attaining the ISO standard in 2009. Such an achievement by Oakland will also provide marketing advantages for Oakland customers through our registration.

BRC registration provides a strong platform for ISO9001, the next logical step in our work measuring improvement in Oakland's

management system and in the delivery of customer satisfaction throughout our business.

Both are management systems, with the strategic difference of BRC being product based whilst ISO is more process based. We view both registrations holistically and intrinsically essential to our business.

SERVICE, REACTIVITY, FLEXIBILITY



SPAR – National Consolidation Scheme

Following two years of intensive collaboration, Oakland together with SPAR (UK) Ltd have launched a delivery scheme specifically designed to provide SPAR wholesalers with increased order fulfilment and improved shelf life on SPAR chilled product.

Increased 6 day SPAR delivery

Working with SPAR customers on a regular basis, this new scheme forms the foundation of a much improved service for SPAR wholesalers with additional benefits such as improved shelf life, fewer opportunities for out of stock product due to increased delivery frequency, an increased product range and reduced wastage.

Through efficient use of case and pallet consolidation as well as cross-docking, the scheme has brought a number of improvements, particularly in greater access to a wider range of chilled suppliers.

Improved service has also delivered significant improvement in efficiency and availability, reduced supplier road miles and carbon emission reduction. Oakland was chosen as SPAR's partner due to our geographical location and our ability to provide a complete solution spanning case consolidation, pallet consolidation and cross-docking. For more information email: sales@oakland-international.com or call +44 (0) 1527 596222

DID YOU KNOW WE GO INTO THE FOLLOWING RETAILERS?



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P&H enhanced service

Oakland provides deliveries 6 days a week into Palmer & Harvey UK depots from our central depot in Redditch; storage, case and pallet consolidation for onward distribution to all P&H depots in Aylesford, Coventry, Fareham and Glasgow, day 1 for day 2.

Benefits of our case consolidation scheme:

- Our inclusive case rate covers handling, storage and distribution costs to all P&H depots with no minimum order requirement
- Bulk deliveries to our Redditch depot for managed picking or pallet consolidation and distribution
- Improved service with guaranteed levels of picking accuracy
- Improved sales through improved availability to P&H
- Close working relationship between Oakland and P&H delivering improved links between P&H and you the supplier

Please call for further information on this extended service
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At the forefront of technology - new warehouse management system

Proteus Version 7 Software has been initially implemented into the ambient warehouse at Alcester; with the clients following a staggered roll out. **Further integration of the Beoley warehouse will follow at a later stage in 2009.**

V7 Customer Benefits:

- ✓ A robust and efficient operational platform
- ✓ Enhanced functionality
- ✓ Ease of use
- ✓ Utilisation of end to end RF capability

- ✓ Full cycle WMS control via radio technology
- ✓ Superior efficiency and accuracy

The implementation of the system allows full integration and true multi-site use, allowing efficient and accurate reporting, encompassing complete visibility of Oakland's global activities, as ambient, chilled and frozen disciplines will be integrated within one warehouse management system.

WBTSG says 'thank you' to Oakland's team

As a small Worcestershire based support group, WBTSG, assists individuals affected in anyway by brain tumours and brain cancer. With Oakland's support we have been able to promote our activities, but it is much more than that. The money and time that has been offered by this local firm means such a lot to our members. They are people who often find it hard to feel positive and many have negative experiences when dealing with the public, so to have support from people who they don't even know, it's like having your own fairy godmother; someone watching over you and that means more than words can express.



For further information on the Worcestershire Brain Tumour Support Group visit their website www.wbtsg.org

A big 'Thank You' to everyone at Oakland.

Right product, right place, right time

Why do so many suppliers pick up the phone and contact Oakland? It's because we provide a total solution package for chilled, frozen, ambient and ancillary services that delivers a cohesive and transparent service from beginning to end. All volume clients are catered for with the opportunity to supply every major UK retailer using Oakland's case and pallet consolidation platforms, a

winner with numerous suppliers throughout mainland UK, Ireland and Europe and a service that has grown over the company's decade in business. The saying 'one stop shop' is very apt when describing Oakland's supply chain operation.

Our BRC accredited warehousing, packing and tempering solutions are particularly important when servicing the year round

market. Our on-site QA facility delivers strong focus on quality throughout all aspects of the supply chain, and our specialist team helping new suppliers integrate and meet the very high expectations of the retail marketplace, Oakland's mixture continues to be right.



Positive strategies, what an expert thinks



We asked the MD of independent retailer and Nisa member Harry Tuffins, Paul Delves, for his thoughts on strategies for our suppliers and manufacturers on what to do to help you get your products in to the independents.

"Price point strategies whether launching, promoting new or existing products have become and will become even more vital for National Brands throughout 2009.

"I believe our local suppliers and brands will increasingly need to monitor costs and retail margins to compete more effectively as National Brands actively vie for brand share following the rise of retailers such as Aldi, Lidl etc.

"However in 2009 and certainly 2010, as

the public becomes more PR campaign savvy towards certain retail claims stating that they are the cheapest place to shop etc. it will be interesting to see how we all rise to the challenge."

Harry Tuffins background:

- Increased store sales, up by 19% over the last year.
- Sales remained strong in 2008 with like-for-like sales up by 5.5% in the six months to 10 August.

* Source The Grocer