

'For Immediate release'



Issued: 19/01/2009

## Reverse Logistics European Joint Venture

A joint venture between Oakland International and 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.

A multi temperature supply chain specialist covering storage, picking, contract packing and logistics, Oakland has experience of working with Solstor on previous joint ventures which proved successful utilizing 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 Midlands based 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.



Oakland's Managing Director, Dean Attwell, commenting on the joint venture said: "Oakland's model for chilled case and pallet consolidation works extremely well, distributing as we do throughout the UK and Ireland for wholesale and retail networks and by teaming with Solstor we are able to provide a simpler, more cost effective solution for importers/exporters of European products and can assist any retailers who want to effectively operate a factory gate collection solution. We are also opening up more opportunities for UK manufacturers and suppliers to get their products on to the shelves of our European retailer partners through reverse logistics routes."

Established in 1998, Oakland is a family owned business that has continued to experience positive growth by adapting and accommodating to client need. With depots in Beoley and Alcester, Oakland works with numerous recognized household names of food and consumer goods distributing products to retail, discounters and foodservice outlets across the UK and Ireland such as Tesco, Waitrose, Aldi, Nisa, Londis and P&H.

Commercial Director for Solstor, Clive Lester, added: "Solstor, as the major UK-based, temperature controlled EU logistics operator, are continually seeking methods of adding value to our extensive transport services. By developing this link with Oakland, from whom we have only ever experienced highly professional services, we can see great opportunities in providing specialist services for both our current and future customers with a unique single rate package. Together we can collect from any EU country, then store, pick and deliver through to all retailers across the UK and Ireland – all under one operational system. The great advantage for all parties is the simplicity of control and management. 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."

Like Oakland, Solstor, created in 1983 is still a family owned company with the same traditional values and has developed to meet the modern day demands of European supply chains and along with our local offices in Italy and Spain, currently manages a fleet of over 300 temperature controlled vehicles.

Said Dean: "Continuing to generate new and innovative business ideas benefits both Oakland, Solstor UK and our clients, providing the best possible trading opportunities available."

<Ends>

**NOTES FOR EDITORS:**

Oakland is an ethical and environmentally aware employer operating a longstanding policy of employee progression, training and community integration and commitment to green initiatives and the wider environment.

Oakland plans to create 150 new jobs over the next three years, with more employment opportunities set to follow.

Company details:

Oakland International Limited

t: +44 (0) 1527 596 222

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

[www.oakland-international.com](http://www.oakland-international.com)

Solstor UK Limited

t: +44 (0) 1322 429 700

e: [sales@solstor.com](mailto:sales@solstor.com)

[www.solstor.co.uk](http://www.solstor.co.uk)

For all Oakland International press and media enquiries, in the first instance please contact:

Kathryn watts

Evopr.com t: +44 (0) 1299 266 149

m: 07970 547469

e: [k.watts@evopr.com](mailto:k.watts@evopr.com)

[www.evopr.com](http://www.evopr.com)