

CASE STUDY



August 2017

Wilma's Lawn & Garden

NEW UK DISTRIBUTION HUB WILL BOOST GROWTH

When Dutch distributor of plant nutrients and additives decided to extend their European distribution network and establish a new venture to expand the UK market, operations manager Scott Simpson led the project from the start.

He recalls that although the business has been trading in the UK for 15 years, so already had an established trading footprint, this next phase would involve creating a national distribution hub and extending its market penetration directly into the garden centre sector. Its core business is supplying additives and growing media for the hydroponics industry, but is now extending this with a range of products under its Wilma's Lawn & Garden brand to further build its market share in the UK.

"Having chosen Dudley for as an ideal location for a distribution hub we then had to set about the complex business of setting up the business infrastructure essentially from scratch, explained Scott. And being new to the country not just the town, we hardly had any contacts or suppliers to rely on. Selecting a few trusted partners was something we needed to crack".

A key part of the business operations is the warehouse storage and handling system, which needed to be quickly functioning and capable of holding a large stock of multiple product lines in a variety of packaging options.

"We did look at a number of supplier options but firmly settled on Amvar Handling Solutions. They were the only business that could provide an end-to-end solution that integrated materials handling and warehouse racking systems".

Amvar is a Cradley Heath based handling and storage integrator that offer a design-to-installation service aimed specifically at the small to mid-sized distribution or warehousing applications.

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“We wanted to maximise the space we have to allow for further expansion, so the racking was planned with narrow aisles and designed to operate with a Flexi-truck forklift which gave us tremendous flexibility and capacity. Amvar managed the complete project for us and were always happy to go beyond their brief to help us out with other tasks”.

“They became our go-to-guys for so many things, providing problem-solving advice and contacts for other services and trades we needed to get the business running. I could not have asked for a more supportive and flexible business partner”.

Now that the distribution business is fully and smoothly up and running Scott has moved on to the next phase of the business’s development, producing a range of soils for the horticultural industry from a new manufacturing plant under construction in their adjacent unit, for which Amvar has also been providing advice and guidance.

“We are in a full-on growth phase in the UK and fully expect Amvar to help us to achieve our goals by being a dependable and flexible – not just a supplier - but a trusted partner.”

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Narrow aisle racking was designed to optimise space and storage capacity, combined with the highly manoeuvrable Flexitruck which operates effectively in confined areas.



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