



# ultraframe

## Case Study: Ultraframe

### Overview

Bibby Distribution & Ultraframe have worked in partnership since 2005. Bibby are responsible for delivering orders to trade centres and fabricators throughout the UK. Ultraframe recognised that their in-house transport operation needed to be more efficient and required the support of an innovative logistics partner to develop and deliver a flexible, efficient and effective distribution solution. Through working together and adapting the solution in line with Ultraframe's changing business requirements, Bibby have successfully improved the distribution operation, which is now seen as a valued asset by Ultraframe.

### Customer

Ultraframe is the market leading designer and manufacturer of conservatory roofing systems, delivering to trade centres and fabricators throughout the UK. They manufacture over 3,500 products supplying to thousands of trade customers in the UK and Europe.

### Current situation

The central transport team operates in close partnership with the Ultraframe on their site in Clitheroe. Managing deliveries of over-sized and fragile stock either directly from this site or via outbases in Glasgow, Bicester and Bristol for onward delivery. Bibby have the responsibility of managing the operation comprising dedicated vehicles, the management of specialist stillages and introduction of POD scanning.



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### Service Offering

- Transport planning & management
- UK distribution of over-sized fragile products
- Ex work collections
- Optimising delivery schedules
- Same day deliveries
- Third Party revenue generation

### Contract Evolution

**2005** Partnership is established; Bibby Distribution becomes Ultraframe's first logistics provider, managing all UK distribution, utilising the DPS Transport Management System to maximise fleet efficiency to drive down unit costs.

**2006** Introduction of stillage-based deliveries utilising moffet fork-lift trucks on vehicles. Following Ultraframe's acquisition of Wendland Roof Solutions, the Bibby team successfully integrated the new volume into the existing operations with no additional fleet.

**2007** Implementation of a 2 year program of value added initiatives, including the launch of a fuel management programme, aiming to improve fleet mpg by 10%. Bibby utilised their in-house driver trainers and installed MAN telematics tracking system to the fleet in order to gather real time management information.

**2009** Ultraframe saw the true effects of the recession and so modified their original sales forecasts and looked to Bibby to reduce the delivery cost of sales, without impacting on the high levels of customer service. Bibby's solution included short & long term driver re-deployment, dynamic planning leading to reduced miles run and multi-user fleet use, exceeding the savings targeted by Ultraframe.



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### Benefits

**Reduction in assets and fixed costs by:**

Vehicle fill, fleet utilisation, planning schedules

**Reduction in road miles by:**

Utilising capacity on other Bibby Distribution fleet

**Reduction in hours and ensuring WTD compliance by:**

Reducing miles run, minimising driver's overnights in vehicles

**Minimising empty running by:**

Carrying out supplier collections and third party backloads on returning radial fleet

### Testimonial

*"...Bibby have a wealth of expertise to draw upon within their organisation. Armed with an impressive range of KPIs and measuring techniques Bibby were able to pinpoint weaknesses that needed to be addressed. Over the course of the contract Bibby have excelled in many areas including driver management, resource planning, cost control and Health and Safety. Customer service has improved beyond all recognition. We are now in a place where we are flexible enough to meet our customers changing needs whilst getting the best value for money possible."*

**Paul Greaves, Logistics Manager, Ultraframe UK Ltd**