



BRIDGESHIRE
Packaging · Displays · Pal-foot · Signs

Improved Distribution Points to Growth for POS Firm

Leading POS distributor Bridgeshire Packaging and Display has been able to improve its supply chain efficiency and invest in new machinery to increase capacity, thanks to specialist distribution services from experts Parcelhub, part of the Whistl Group.



Because Parcelhub can offer us a **multi-carrier solution**, we know that however many parcels we need to send, they will be able to handle them. This in turn means we can offer to handle and distribute large POS items direct to store for our clients, and as a result we are investing further in digital print, with new machinery, increased capacity and more staff. All growth which would not be possible without Parcelhub's support.



Andy Whittle, Director (Bridgeshire Packaging and Display)

Mark Rosenberg is Managing Director at Parcelhub. He added, "We specialise in finding the right service for our customers at the right price and **POS distribution** is the perfect example of a situation where one size certainly doesn't fit all. We know the limits of all the main carriers and use this information to judge which best meets the customers' needs. We then print the delivery labels and arrange for everything to be picked up, seeing the process through from start to finish – sometimes in less than 24 hours."

Bridgeshire also receives a tailor-made delivery report following each job, which lists PODs from the day after despatch. Andy Whittle added, "This not only allows us to keep track of deliveries, but we pass it to our customers, so they know everything has arrived in the right place too. It instils confidence along the whole supply chain."

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