



## Parcelhub Case study

# How Parcelhub made life easier for Lighting Legends

**Lighting Legends** was set up by two friends, Jon Saeed and Adam Wilkins, mid-pandemic, during the summer of 2020.

Jon wanted a more sustainable and less wasteful solution to outdoor lighting, sometimes used for only one summer before being thrown in the skip. He drew up specifications for outdoor stringed lighting, took it to manufacturers, and challenged them to meet his quality standards. This resulted in a range of innovative, energy-efficient, high-quality lighting to transform outdoor spaces. That was the beginning of Lighting Legends, set up by Jon and his school friend Adam.

**Challenge:** As soon as the website went live, orders started flooding in. So many in fact, that Jon and Adam found themselves driving round numerous newsagents to dispatch deliveries as there were simply too many parcels for one or two to process. That prompted the meeting in the shed with Anand Madhani, Business Development Manager at Parcelhub.

**Solution:** 'They understood we were tiny and a start-up', says Adam 'but they got us. They gave us flexibility and the benefit of not being tied to just one specific carrier, and it was great having just one daily collection by a regular driver who really looked after our parcels'.

**Results:** Just three years on, Parcelhub collects over 700 consignments a week in peak summer season and Lighting Legends turns over more than £2.5 million. Orders over £25 are delivered on a free two-day tracked service, with a flat fee of £2.99 for those under £25.

Parcels



“

We couldn't be happier with Parcelhub, they're specialists who save us so much time.

”

Jon Saeed and Adam Wilkins,  
Founders,  
Lighting Legends

**parcelhub**  
Part of the Whistl Group