



Major UK Distributor Shipment: China to the UK

The Brief

Redcliffe were recently awarded an airfreight to move from Door Shenzhen, China to Door Burton-on-Trent in the UK. Redcliffe worked closely with their colleagues in China to fulfill the Chinese element of the operation.

The consignment containing a range of gift boxes, display boxes and ribbons are part of a rebranding scheme introduced by the client in previous years. The gift boxes are an optional extra which the customers can select to enhance their chosen product. Usually this option is used for higher value products being gifted. The customers orders are packed into the boxes in Burton-on-Trent and then shipped directly to the customer or to various click and collect depots across the UK.

Facts & Challenges

When managing a consignment of this scale, there are always going to be obstacles to overcome. Weighing a substantial 7500 Kg and measuring 25 CBM, there were a total of 546 loose cases of goods to be shipped from China. It was imperative that all parts of the shipment arrived in the UK at the same time, causing initial concern regarding space on flights for such a sizable delivery.

Availability also caused potential issues due to the time of year which just so happened to be a Chinese 'peak season,' meaning a number of flights were already full or booking up fast.

A limited window for collection and delivery was given by the client with a mere 7 days to carry out the full shipment process. Within this time frame, bookings had to be made, cargo to be collected, samples supplied to the airline and magnetic strip testing was to take place. All of this needed to be completed prior to the goods being accepted and loaded onto the planned flight.

The delivery window was further tightened when Redcliffe were asked to carry out rework and palletisation of all 546 cartons, prior to final delivery being made to the end customer.

The Result

After a lot of hard work and quick thinking, the end result was a fully successful movement, with full delivery to the distributor being made ahead of schedule. Mark Langford from the Macfarlane Packaging commented "We commend Redcliffe for the care and attention paid to our suppliers and goods."

In Summary

- End client: Leading UK Distributor
- Gift boxes
- Air freight
- Limited time window
- Last minute rework
- Delivered before deadline

**"We commend
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Redcliffe

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