

### Client: Iceland

Iceland began trading in 1970, specialising in loose frozen food and now stands as a pioneering frozen food specialist with 750 stores throughout the UK, continually leading the way with many industry firsts. Based at their head office in Deeside, Flintshire, Iceland have in recent years gone from strength to strength, reinforcing its long standing reputation as the destination store for innovative and value-for-money frozen food.

### Working with Yearsley Logistics:

As the UK market leader in the distribution of frozen food nationwide we work with many of the country's largest food manufacturers and deliver into all of the UK's major retailers. Our unique relationship with Iceland has developed over a number of years and is now a mutually beneficial partnership to both. Through agreement with our customers, we regularly meet with Iceland to identify and implement supply chain efficiencies. The project has resulted in significant costs and environmental benefits to all parties and has subsequently been rolled out across our cold store network.

Due to our strong market position, working with hundreds of manufacturers nationwide, we are able to consolidate loads from different customers onto one vehicle (26 pallets for a standard trailer or up to 40 pallets for a double-deck trailer). The benefit to our customers is that this consolidation reduces their costs as they pay only for the part of the vehicle they utilise. These more efficient loads then offer a leaner delivery process for Iceland in that, by receiving full loads instead of part loads, their unloading is more efficient and they have fewer vehicles delivering into their distribution centres.

### Outcome:

This partnership has been tremendously successful with the average load fill improved by over 35% with an average of 25.8 pallets per delivery, which equates to a vehicle utilisation above 99%.

This resulted in a reduction of 531 loads in the first year from our Grimsby cold store into Iceland distribution centres in Enfield, Livingston, Swindon and Warrington. The overall mileage reduction for this one consolidation centre was 164,400 miles in a year which equates to a calculated reduction of 399,430kg of CO<sup>2</sup> emissions.

The success of the project has been a catalyst across both businesses, acting as a template for relationships with other potential collaborators to further embrace the environmental and fiscal benefits for all stakeholders.

### Yearsley Logistics says:

We have taken a common sense approach to consolidation and identification of efficiencies that could benefit both our customers and their retail clients. This project has required close partnership working with both ends of the supply chain and has yielded some remarkable results which, if scaled up across all our operations, has the potential to make an enormous difference to our whole industry.

### What Iceland say:

Working in partnership has reduced the overall number of vehicles delivering into Iceland depots which assists our bid to lower the carbon footprint of our operations and enabled us to reduce lead time for some suppliers.

*Chris Arrowsmith, Supply Planner, Iceland*



### Yearsley Logistics

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