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RECYCLING RELIABILITY SECURES BRAIFORM RENEWAL FOR BIBBY DISTRIBUTION

Garment hanger manufacturer and recycler Braiform has renewed its contract with Bibby Distribution, thanks to the 3PL's ongoing reliability and flexibility.

Bibby Distribution has provided transport for Braiform's hangers from warehouse to store, and collection for re-use, since 2005.

Under the contract, Bibby Distribution deploys stand trailers at Braiform's clients' strategically located regional distribution centres. These transport hangers across the country to major stores such as Matalan, Peacocks and Debenhams.

Bibby's fleet then collects used hangers from the collection points. Once collated, they are transported back to Braiform's central hub in Sheffield, where the hangers are re-used or recycled. The re-used hangers are then shipped back to the garment manufacturers. Braiform is the global pioneer in recycling and re-using hangers, preventing around 1 billion hangers a year from being sent to landfill sites worldwide, with Bibby providing essential support for this in the UK.

Because of the nature of the work, reliability is crucial, with Braiform needing to be certain that Bibby Distribution will deliver and collect on time, every time. Bibby uses its extensive regional network capacity to ensure there are always enough assets to provide day-one for day-three collection and delivery throughout the year.

Ray Allsebrook, General Manager, Braiform, says: "We regularly benchmark our suppliers and we have repeatedly found that Bibby Distribution offers us flexibility and the ability to manage volume, at a competitive cost that simply cannot be matched by even the very biggest logistics providers. We receive great service from them, which is why we have renewed the contract."

Allsebrook adds: "Bibby Distribution is particularly flexible, which is essential as we include new customers into our portfolio. Besides transporting our hangers from A to B, Bibby also helps us to establish new networks as new customers come on-board, ensuring we get the best value for money combined with reliability."

Braiform is the global leader in the supply of garment hangers, packaging and GNFR (Goods Not For Resale) solutions to the retail industry.

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Notes to editors:

As one of the top ten logistics providers in the UK, Bibby Distribution exists to enable other companies to drive value from their supply chain activities. The company specialises in providing contract logistics, warehousing, distribution, systems integration and added value services to a wide range of customers.

Bibby Distribution operates from 90 locations across the UK, employs 2,500 people and manages 2million ft² of warehousing space.

The majority of Bibby Distribution's business is based on long-term partnerships. Its diverse capability also means it can share best practice across the various industry sectors it operates in, from Automotive to FMCG.

The company is part of the £1.4bn-turnover Liverpool-based Bibby Line Group, a 200 year old family owned business-to-business services specialist. It is involved in ship-owning and operation, shallow water accommodation, offshore oil and gas services, contract logistics, financial services, memorial parks, employment law, health & safety advisory services, specialist plant & equipment hire and retail.

Bibby Distribution, Head office, 105 Duke Street, Liverpool, L1 5JQ.

www.bibbydist.co.uk

www.bibbygroup.co.uk

Further press information:

James Boley and James Keeler at Garnett Keeler PR on 020 8647 4467.

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