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BIBBY DISTRIBUTION PROVIDES THE WINNING FORMULA FOR ORGANIC BABY FOOD MAKER HIPPI

Bibby Distribution has been named the new UK warehousing and transport provider to organic baby food producer HiPP, following a rigorous competitive tender process.

Bibby Distribution will manage the complete warehousing and distribution requirements for HiPP from its multi-user facility in Corby – a flagship site occupying 15 acres and boasting capacity for more than 30,000 pallets.

The 212,000 ft² Max Park facility, which acts as a central hub for Bibby Distribution's operations in the East Midlands, is ideally situated and central to HiPP's outbound customer base of supermarkets and food retailers. This has cut inbound and outbound road miles, lead-times and associated costs for the customer.

Bibby Distribution's competitiveness, sector expertise and established contacts within the grocery market, as well as its commitment to continuous improvement, were the deciding factors that saw the logistics company secure this conquest contract.

HiPP UK General Manager, John Allaway says: "For us, a 3PL must offer more than just warehouse space and trucks. We wanted a partner with extensive experience serving the grocery market, while also reflecting our brand values.

"Bibby Distribution has the sector experience we were looking for – and their commitment to continuous improvement and reducing its carbon footprint are completely in line with our values."

Bibby Distribution continues to reduce its impact on the environment, driven through continued investment in new assets, the latest technology and advanced driver training. In the last 12 months, CO₂ emissions per kilometre travelled by the Bibby Distribution fleet have dropped by one per cent versus 2013 – meaning that the fleet today proportionally emits 5.5 per cent less CO₂ per kilometre than in 2011.

This is directly in line with HiPP's corporate philosophy, which focuses on conservation of nature, respectful treatment of natural resources and global sustainability. As part of its commitment to the environment, Bibby Distribution is an active member of the Freight Transport Association's Logistics Carbon Reduction Scheme, which monitors key performance indicators including emissions per vehicle kilometre, emissions per pound of company turnover and emissions per full time equivalent employee.

HiPP is an international, family-owned producer of baby food products. The company was started in 1899 when Joseph Hipp first produced rusk flour for baby food and sold it in his bakery. Today the company works with more than 8,000 contract farmers and is the world's largest processor of organically produced raw materials, with a range of more than 260 different products.

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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.

Bibby Distribution is part of Bibby Line Group (BLG), a diverse and forward-looking family business with over 200 years' experience of providing personal, responsive and flexible customer solutions. BLG is a £1.7bn business, operating in more than 20 countries, employing 6,500 people in industries including retail, offshore, finance, distribution, shipping, marine based businesses, plant hire and woodland burials.

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