

## THIRD PARTY LOGISTICS

# Logistics **gain** for Gainsborough

**S**eafield Logistics started working for Gainsborough Showers more than five and a half years ago and, says Gainsborough, has played an important role in supporting the development of the group.

Gainsborough Showers, one of the market leaders in domestic showers, is part of the Aqualisa Group and has over 20 years experience in supplying showers to the domestic market. The range has been extended and updated to include completely new electric showers as well as new mixers and power showers. This allows Gainsborough to continue to offer modern, quality products at affordable prices.

Seafield's appointment by Gainsborough began with traditional warehouse and transport requirements. Seafield now provides 16,000 sq ft of dedicated warehouse space to Gainsborough in Worksop, Nottinghamshire. The space comprises racked pallet storage for component parts, packing and finishing goods, a pick and pack and commission area, packing line facilities and quality control areas.

Worksop-based Seafield has operating centres at

Aylesham, Barnsley, Guyhirn, Northwich and Scunthorpe.

The services supplied to Gainsborough by its third party logistics supplier includes the provision of office space. Gainsborough has dedicated office space in Seafield's head office in Worksop which it use as its head office too.

Seafield also provides dedicated warehouse support staff and operational warehouse staff to handle all incoming and outgoing goods as directed by Gainsborough staff, component parts are picked and assembled into the finished items on the packing line before being dispatched for storage and finally picked for dispatch to the customer. Seafield provides transport for Gainsborough using its own vehicles or selected sub-contract hauliers.

Brian Pearce, director and general manager at Gainsborough, says: "One of Seafield's great strengths is their clear understanding of our customers' demands on complete and on time deliveries. Our track record over the past five and a half years has been excellent due in large part to Seafield's pro-active support."

**Seafield's contract  
with Gainsborough  
started modestly  
but it has grown  
and grown.**