



**BREAKFAST WORKSHOP | 27<sup>TH</sup> JANUARY DISTRIBUTION SOLUTIONS**

**UK & EUROPEAN DISTRIBUTION SOLUTIONS**

**BRYAN MURPHY | DAWN FARMS DISTRIBUTION GM**







# WHO WE ARE



Established in 1988, we are an Irish owned, industry leading, food logistics solutions company.



We provide a door to door, multi-temperature food logistic service from Ireland into the UK & Europe.



We deliver daily to the UK and weekly to mainland Europe, including Netherlands, Belgium, Denmark, Sweden, Finland, France, Germany, Italy, Portugal and Spain.



As a specialist food logistics provide we focus on long term customer relationships to drive success through partnership

## WE ARE STRONGER WHEN WE WORK TOGETHER



# WHAT WE DO



Multi-temperature food logistic solutions into the UK and EU



Servicing the food-service, manufacturing & grocery retail channels on behalf of our customers



Cost effective, high quality, chilled & frozen distribution for full and less than full truckloads



Door to door service groupage & full load from Ireland into the UK and Europe



Door to door full load service from the UK and Europe back into Ireland



Cross docking and order consolidation



Organise delivery book-ins on behalf of our customers when required



Timely updates so you know where your product is at all times





# B2B CHANNELS WE SERVICE



## RETAIL

ESTD 1876  
**MUSGRAVE**  
GROUP



## FOODSERVICE



## MANUFACTURING



Samworth Brothers  
QUALITY FOODS



# INGREDIENTS FOR EXPORT SUCCESS



1. Understand Your **CUSTOMERS NEED**



2. Have the **CORRECT** paperwork  
completed **CORRECTLY**



3. Pay extra attention to **PALLET LABELS**

# 1. UNDERSTAND YOUR CUSTOMERS NEEDS

What are the terms and condition's for Supply into your customer?

How many deliveries they require per week?

Are there any accessibility/unloading restrictions?

How many Depots do you have to supply to?



Where possible agree min order quantity

Opening times for Delivery

What are the Temperatures for delivery?

Explore with them if there is any other unforeseen items....

# 1. UNDERSTAND YOUR CUSTOMERS PACKAGING NEEDS



**What Pallet Size does your customer operate with**  
Standard 1200 x 1000cm or Euro 800 x 1000cm



**Ti's (no of boxes per layer) and Hi's (no of layers per pallet) allowed on the pallet**



**Irish & UK customers tend to work with standard Pallets**



**European Customers tend to work with Euro Pallets**



**Some customers work within a recyclable system**

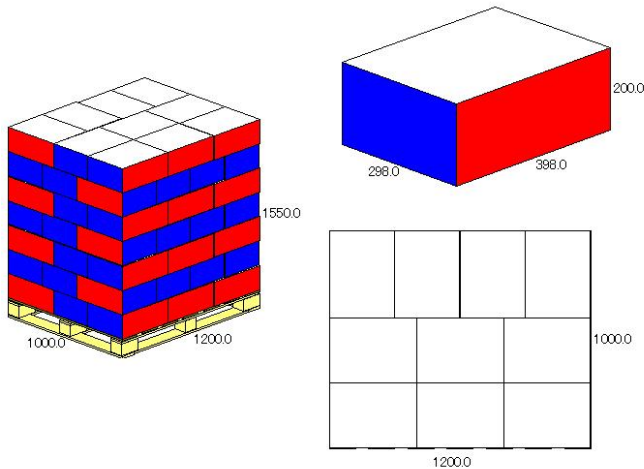


# 1. TRY AND MAXIMISE YOUR CASES PER PALLET

To reduce your shipment cost per kilo you need to maximise cases/pallet  
 Make sure its robust so as to minimise potential for damage  
 Make sure its workable between Standard and Euro Pallets

Product Name Standard Pallet Sample  
 Product Code  
 Analysis Date 24/01/2017  
 Load Ref. 1 I  
 Cube Used 94.1 %  
 Area Used 98.8 %  
 Pallet type UKSTD

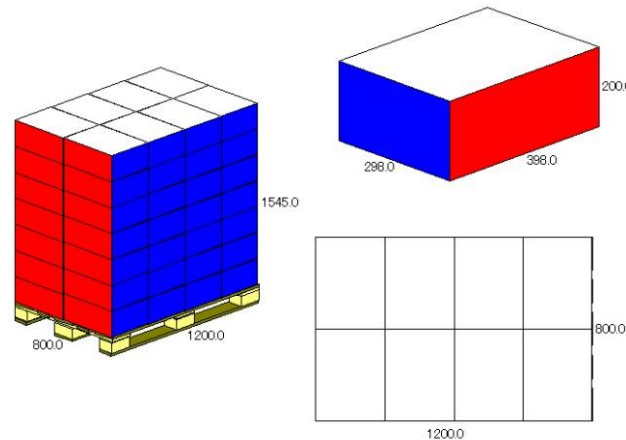
	Length	Width	Height	Net	Gross	Volume
Case (OD)	398.0	298.0	200.0 mm	0.000	10.000 Kg	23720 cm <sup>3</sup>
Load	1200.0	1000.0	1550.0 mm	700.000	725.000 Kg	1.86 m <sup>3</sup>
Overhang	-3.0	-3.0	mm			



1. This is an example for the CAPE PALLET LITE User Guide  
 2. Issued on 18/04/2016  
 3. Issued by SC Department  
 4. Approved by SC Manager  
 5. Use from 1/1/06  
 6. Valid until 31/12/2016

Product Name Standard Pallet Sample  
 Product Code  
 Analysis Date 24/01/2017  
 Load Ref. 1 C  
 Cube Used 93.8 %  
 Area Used 98.8 %  
 Pallet type EURO1

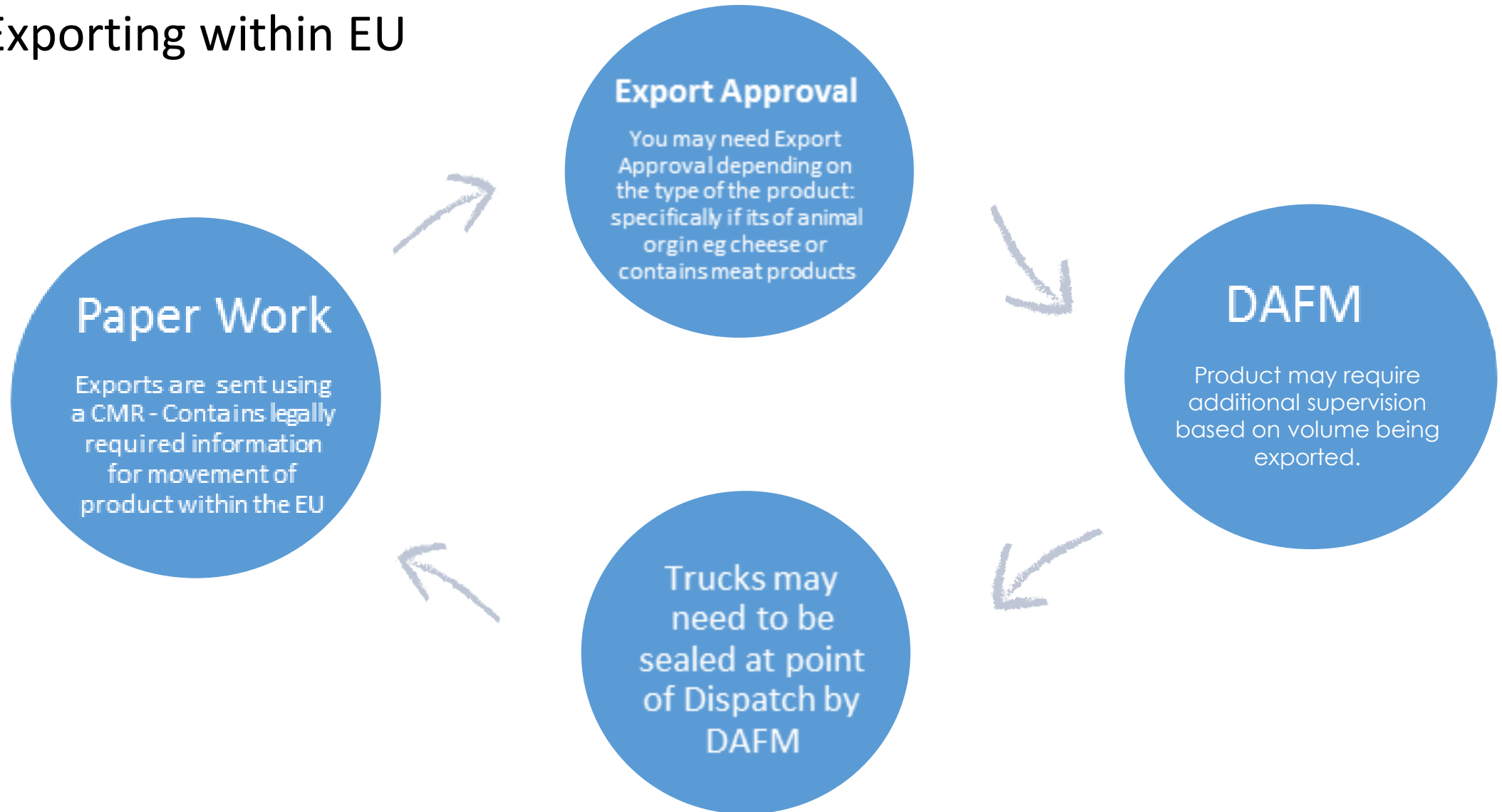
	Length	Width	Height	Net	Gross	Volume
Case (OD)	398.0	298.0	200.0 mm	0.000	10.000 Kg	23720 cm <sup>3</sup>
Load	1200.0	800.0	1545.0 mm	560.000	585.000 Kg	1.48 m <sup>3</sup>
Overhang	-4.0	-2.0	mm			



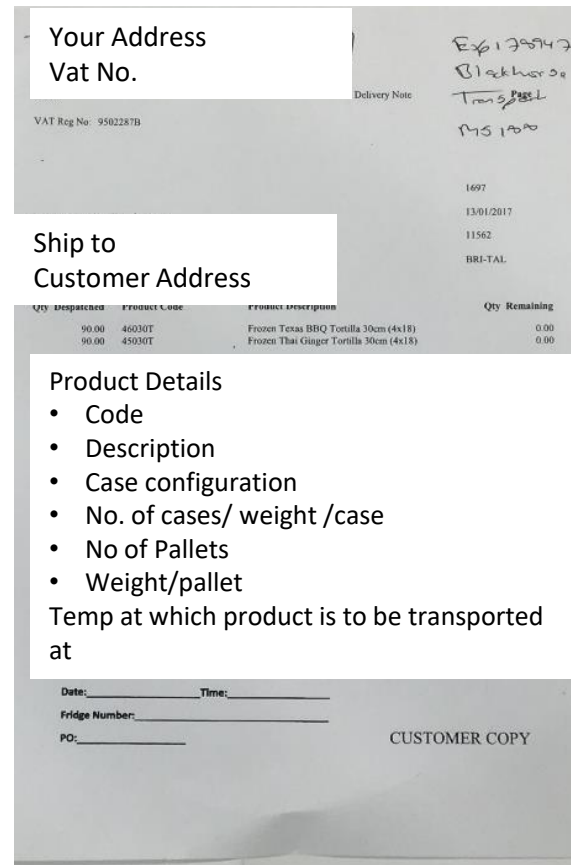
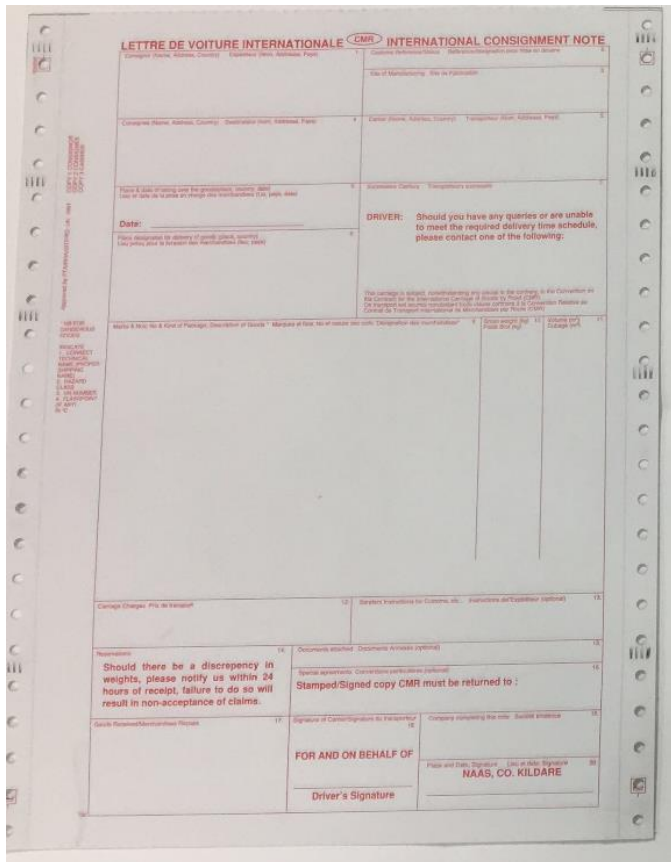
1. This is an example for the CAPE PALLET LITE User Guide  
 2. Issued on 18/04/2016  
 3. Issued by SC Department  
 4. Approved by SC Manager  
 5. Use from 1/1/06  
 6. Valid until 31/12/2016

## 2. PAPER WORK FOR EXPORTING

- Exporting within EU



# 2. CMR | YOUR KEY DOCUMENT FOR EXPORTING WITHIN THE EU



Your Address  
Vat No.

VAT Reg No: 9502287B

Ship to  
Customer Address

Product Details

- Code
- Description
- Case configuration
- No. of cases/ weight /case
- No of Pallets
- Weight/pallet

Temp at which product is to be transported at

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Fridge Number: \_\_\_\_\_

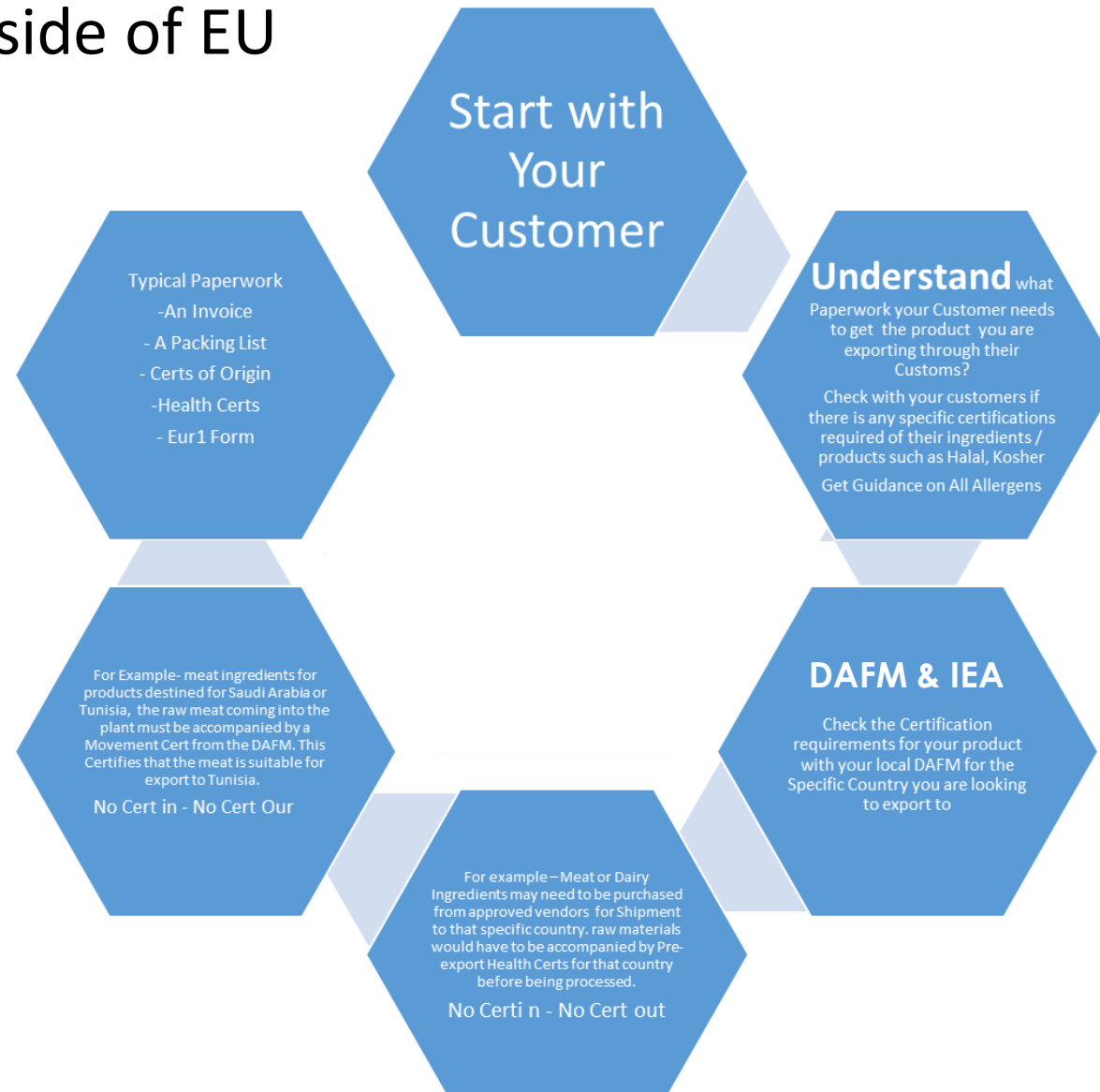
PO: \_\_\_\_\_

CUSTOMER COPY

Standardized document for cross-border transport of cargo by road, based on UN recommendations for uniform international rules and in force in the European Union. CMR stands for 'Convention relative au transport international de Merchandises par route,' the French name for the convention that governs its definitions and application.

## 2. PAPER WORK FOR EXPORTING

- Exporting Outside of EU





### 3. PALLET LABELS

Sender

**Supplier Name**

**Delivery Address:**

**Customer Name**

**6 of 6 pallets**

**Keep Chilled**

Sender

**Supplier Name & Address**

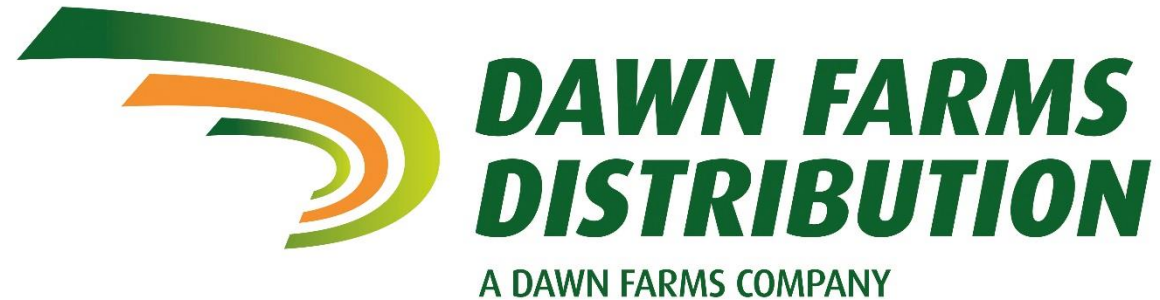
**Delivery Address:**

The Netherlands

1 of 4 Pallets

**Keep Frozen**

**-18 C**



# THANK YOU FOR YOUR TIME

Bryan Murphy

Dawn Farms Distribution LTD . The Maudlins Naas . Co. Kildare Ireland

Tel + 353 45 846608. Mobile + 353 87 2562659 .Fax + 353 45 875 042

Email [bryanmurphy@dawndistribution.ie](mailto:bryanmurphy@dawndistribution.ie) ☐ Please consider the environment before printing.

<https://dawnfarmsdistribution.com/>