

# An Overview of The CDL Group Including:



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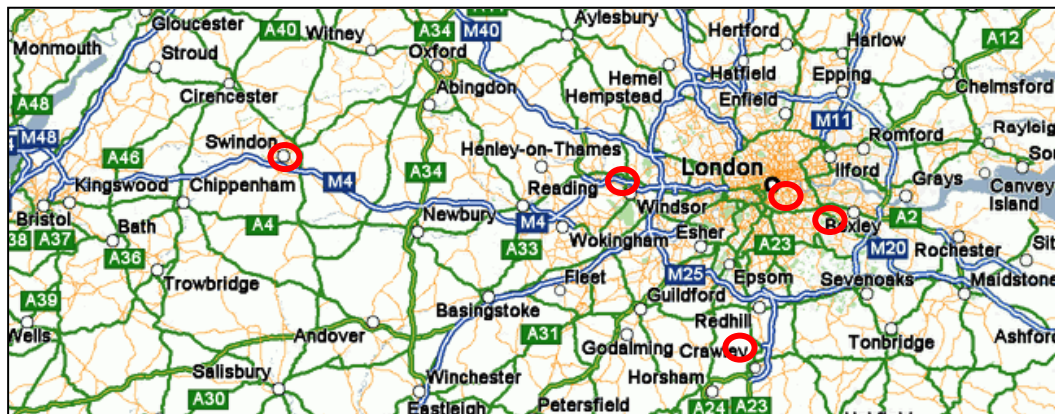
## GROUP OVERVIEW

CDL was originally formed in 1983 as the distribution arm of the Cancol Printing Group, Peckham. In 1993, CDL moved to new premises at the Tower Bridge Business Complex in Bermondsey with its offices and warehouse located in the Peek Frean's biscuit factory, which originally gave Bermondsey the nickname 'Biscuit Town' for popular creations such as the Bourbon and the Garibaldi.

Originally occupying 15,000 sq ft CDL has gone from strength to strength, increasing in space over 10-fold and now in excess of 240,000 sq ft. The purchase of 3 purpose built modern high bay racked units in South East London, and the acquisitions of Fairway PSD Limited (Slough) and iMS Fulfilment (Gatwick) has taken the CDL Group into new market sectors such as automotive and FMCG, as well as enhancing the choice of geographic locations to our clients.

### Why CDL?

- Over 20 years experience
- Financially secure with a group turnover in excess of £9m
- Operating from 5 locations (Sidcup, Woolwich, Gatwick, Langley and Swindon)
- Operating c.240,000sq ft. of modern warehousing with expandable capacity



- Well established national and international client base
- Real-time online call centre, order processing, tracking and reporting
- Our own fleet of vehicles
- Personalised, flexible fulfilment solutions with variable costing
- Accredited: ISO 9001, ISO 14001, DMA, Investors in People
- MHRA Licensed (Wholesale dealer license for pharmaceutical storage)



With our experience and expertise, CDL provides a forward-thinking approach to fulfilment, allowing the client to feel in complete **Control from Beginning to End**.

## **SERVICE OFFERING**

Along with complex long-term fulfilment solutions, we have extensive experience in merchandise, POS and product fulfilment, with the ability to also manage campaigns and 'one-off' promotions. The added value of a dedicated delivery service within Greater London provides an unrivalled service.

### **Our services include:**

- **Customer Service**
  - Call centre
  - Payment processing
  - Real-time online ordering, tracking and reporting (IFS extranet)
  - Data capture
- **Shopping Basket Design and Implementation**
- **Warehousing and Inventory Management**
  - Purpose built sites with easy site access
  - Security maintained sites with CCTV & 24 hour on-site security
  - A clean environment, both temperature and humidity controlled
  - Date sensitive product storage (FIFO)
  - Specialised modular racking with flexible specialist handling equipment
  - Inventory reporting
- **Comprehensive Range of Picking and Packing Services**
  - Gift wrapping
  - Dangerous goods (e.g. Perfumes)
- **Kitting and Collation**
  - Hand finishing
  - Mail consolidation/maillort
  - Bundling and shrink wrapping
- **Distribution**
  - Discounted post, parcel and pallet services
  - National and International
  - B2B and B2C
  - Scheduled deliveries
  - Import and export services
- **Track and Trace Online**
  - Online POD service
  - Automatic email/text en-route and POD notification
  -
- **Returns Handling Centre**
- **Product Sourcing**
- **Bespoke Packaging Solutions**
- **Print on Demand**
- **MHRA Accreditation**
  - Pick/Pack, storage & distribution of medicinal products
  - Cater for sterile and refrigerated products
  - Products can be sourced
  - Repack & re-label services

## **UNIQUE POINTS**

Our multi-site setup, allowing several smaller and dedicated management teams, enables increased flexibility and efficient responses to our clients' requirements.

### **Benefits Include:**

- Choice of site
- No middle tier management
- Faster interaction between the customer and the warehouse
- Competitive KPI responsibility between units
- Ability to provide immediate disaster recovery
- Returns handling centre
- Improved client awareness
- Ability to offer more tailored solutions

### **Capacity:**

- Operating c.240,000sq ft. of modern warehousing
- 24000 pallet capacity
- In excess of 300,000 parcels delivered by our own fleet per year

Typical weekly volumes for our Sidcup & Woolwich sites:

#### **Paper Product**

5,592 lines  
4,175,017 items  
7298 parcels

#### **Non Paper Product**

4,938 lines  
1,222,626 items  
4678 parcels



## MARKET SECTORS

Clients and sectors we work within include:



MARS

**FMCG** - National POS fulfilment and distribution service, including large campaigns to 1000's of stores nationwide.



Transport for London

**Transport** - Daily delivery to c500 rail and bus stations, with the provision of an emergency 3hr pick/pack and delivery service.



**Automotive** - A dedicated merchandising distribution service to the national dealership network, as well as personalised mailing to customers.



**Charity** - Printing and mailing of catalogues to 250,000 customers. Payment processing and fulfilment of goods from the online store via our dedicated Call Centre.



**Environmental** - Storage and fulfilment of over 1000 eco-friendly products sold via the client's e-commerce store. Provision of Call Centre services and payment handling.



**Beverages** - UrbanDrop provides home-delivery of over 2000 cases of wine per day throughout the London area.



PENHALIGON'S  
LONDON

**Luxury Gifts** - Storage and distribution of luxury goods to stores and direct to customers. Fulfilment entails the provision of dangerous goods compliance, together with a gift-wrapping service.



HISCOX  
extraordinary cover

**Banking & Insurance** - Storage, fulfilment and mailing of a range of confidential policy documents to the Financial Advisors Network.



## TECHNOLOGY

IFS is our in-house web-based system providing complete customer services, inventory control and management information.

Some of our online features include:

### Processing Information

- Advanced booking-in of goods
- Order processing
- Inputting product images
- Back-orders

### Inventory Management

- Date sensitive
- Monitoring of stock levels, usage and movement
- Automated email flags

### Tracking

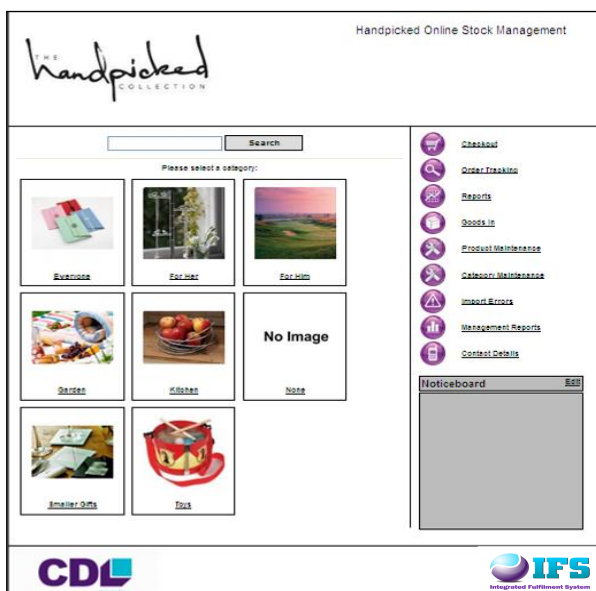
- Real-time tracking status
- 2-point status on all goods received
- 6-point status on all goods out orders
- Tracking by variable filters
- Returns track

### Management Information

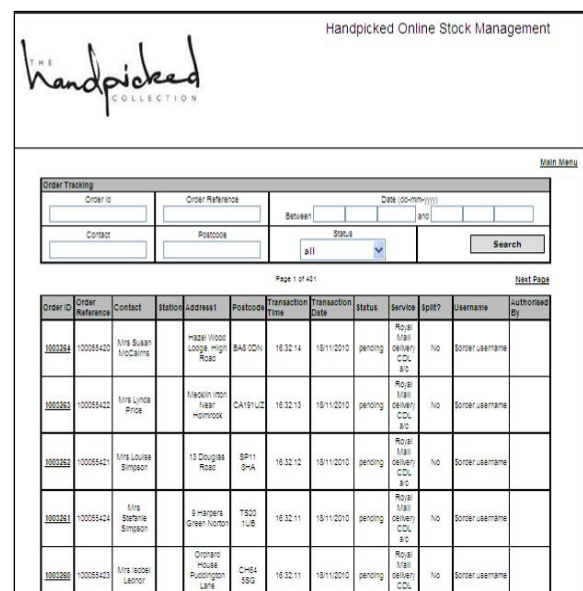
- Invoiced reports
- Order trends
- Stock trends

### Connectivity

- SAP, Sage, Sequel compatibility & many other platforms
- Flexible towards other transactional style packages



**Client Home Page**



Order ID	Order Reference	Contact	Station	Address	Postcode	Transaction Time	Transaction Date	Status	Service	split?	username	Authored By
1000284	10005420	Mrs Susan McCarty		Maze Wood Lodge High Road	BA8 0DN	16:32:14	18/11/2010	pending	Royal Mail delivery CDL 80	No	Solrde/username	
1000285	10005422	Mrs Lynor Price		Milpoin Inn near Whitbrook	CA18 1JZ	16:32:13	18/11/2010	pending	Royal Mail delivery CDL 80	No	Solrde/username	
1000286	10005421	Mrs Louise Simpson		13 Douglas Road	SP11 5HA	16:32:12	18/11/2010	pending	Royal Mail delivery CDL 80	No	Solrde/username	
1000287	10005424	Mrs Barbara Simpson		9 Harpers Green Norton	TS20 1UB	16:32:11	18/11/2010	pending	Royal Mail delivery CDL 80	No	Solrde/username	
1000288	10005423	Mrs BOBE Latorr		Orlando House Puddington Lane Puddington	CH64 5BB	16:32:11	18/11/2010	pending	Royal Mail delivery CDL 80	No	Solrde/username	

**Order Tracking Page**

The IFS extranet is accessed by over **2000 online users** from key government personnel to private companies and field sales personnel. System capacity is expandable to meet future demands.

## ■ SERVICE LEVELS & KEY PERFORMANCE INDICATORS

Client activity is monitored, and planning made simple by the real-time CDL Client Manager 'Dashboard' alerting the status of all orders.

CDL Client Manager Dashboard			Login: cpatel	Dept No: 09
<b>Errors</b>	<b>Info</b>	<b>Status</b>	<b>Order Status</b>	
			Pending:	84
			Backorder:	279
			Picking:	1205
			Packing:	9
			En route:	367
			Putaways Incomplete:	4
			<b>Week</b>	

### Typical KPI's are as follows

- Compliant stock booking - 98%+
- Deliveries - 98%+
- Fulfilment - 100%
- Inventory accuracy - 99.56%

Key fulfilment KPI's are displayed on plasma screens in all customer service areas. The KPI's are pre-agreed with the client and documented in the Service Level Agreement.

	Monday	Tuesday	Wednesday	Thursday	Friday
Date	12-December	13-December	14-December	15-December	16-December
<b>Total</b>	<b>3785</b>	<b>2940</b>	<b>2473</b>	<b>1402</b>	<b>1843</b>
<b>Batches</b>	758	605	511	320	482
<b>Order Lines</b>	7188	5321	4675	2569	4085
<b>Order Items</b>	9525	7048	5982	4248	6924
<b>Pending</b>	0	0	0	0	0
<b>Picking</b>	0	0	0	0	0
<b>Packing</b>	0	0	0	0	0
<b>Completed</b>	3785	2940	2473	1402	1843
<b>Envelopes</b>	1507	1070	849	389	584
<b>Parcels</b>	2278	1870	1624	1013	1259
<b>Pallets</b>	0	0	0	0	0
<b>On Time</b>	3785	2940	2473	1402	1843
<b>Late</b>					
<b>% On Time</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Target</b>	100%	100%	100%	100%	100%
<b>To Complete</b>	0	0	0	0	0

## **CDL ENVIRONMENT POLICY**

### **Protection of the Environment**

CDL actively recycles materials and minimises packaging to minimise waste. Via a policy of continual improvement CDL is committed to protecting and improving the environment of our employees, customers, and the local community.

CDL seeks to continue to improve its environmental performance by educating our employees, undergoing regular evaluation and implementing actions for improvement where necessary. We expect this of our suppliers also and give preference to those suppliers that use Best Practice in relation to environmental issues.

Our Environmental Policy encompasses the following key elements:

- Use environmentally preferred materials.
- Re-use and re-cycle wherever possible.
- Use energy efficiently throughout our operation and support the efficient use of energy by our suppliers and customers.
- Provide environmental awareness training to develop a better understanding of environmental issues and the company's commitment, policies, and programs to preserve and improve the environment.
- To encourage conservation of energy, water, and natural resources through increased efficiency and the introduction of new technology.
- Seek to prevent pollution and reduce the amount of waste at our facilities.
- To provide and maintain safe and healthy working conditions.

### **CDL Transport Policy**

CDL recognises that we have a responsibility to review the impact that our transport facilities have on the environment. Specifically, we aim to:

- Minimise the energy we use and the waste we produce.
- Minimise noise and engine emissions from all our vehicles and make best use of fuels via the running of a modern fleet and driver training.
- Influence our suppliers to minimise their environmental impacts in turn.

### **Environmental Objectives**

CDL seeks to meet its Environmental Policy via the adoption and adherence to its Environmental Objectives as follows:

- To identify, assess, monitor and control all risks to the environment.
- To create and maintain all plant and equipment to the highest standards to ensure that it will operate in conformity with national and international quality standards for air, water, waste disposal and noise.
- To optimise the use of materials to minimise or eliminate environmental damage.
- To use packaging formats that is recyclable, reusable and energy efficient.
- To investigate better ways of minimising waste on a continuous basis.
- To develop best practice guidance for implementation throughout the company



## TESTIMONIALS

*"I would just like to say a big thank you to all the CDL staff for your support over the last 16 months & including the Tour de France Grand Depart weekend. As you may have already seen in reports, the Tour was a phenomenal success across the board & far exceeded our expectations.*

*Although the number of stock orders were immense & some last minute, we appreciate the role staff played in making sure that key stock arrived at various sites on time with no hassles. I would be grateful if you could pass on this message to the rest of your team."*

**Transport for London**

*"Fiat Auto has enjoyed an excellent level of service from Fairway over a number of years. A relationship has been developed, based upon a positive understanding of the business that has delivered real and measurable benefits. As such, Fairway are a valued and integral supply partner to the marketing teams in Fiat Auto."*









**Fiat Auto UK**

*"We can't thank iMS enough for how easy and trouble free they made our switch from in-house fulfilment to their external resource. For nearly 2 years now we have had a brilliant service from them, nothing is too much of a problem, and this has enabled us to grow our merchandising options" with confidence."*

**Born Free Foundation**

## **SUMMARY AND CONTACT DETAILS**

In summary, some of the key benefits that you will gain by out-sourcing your logistics to CDL include:

-  In excess of 20 years experience in the fulfilment market
-  Quality management systems accredited ( ISO9001)
-  Efficiency and cost saving
-  Multiple-sites offering instant disaster recovery
-  A dedicated client team
-  Innovative technology systems and processes
-  Bespoke solutions to suit your requirements
-  **Control from Beginning to End**

**As a client of CDL, you will receive the efficiency, flexibility and total customer service that you require. Our team continually strive to enhance and improve the services that we can offer you, the client.**

### **WHAT CAN WE DO FOR YOU?**

To find out how CDL can make your logistical requirements a one-stop solution, please contact us as follows.

#### **HEAD OFFICE**

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