

PF Whitehead Plugs Into Electric Delivery Power

PF Whitehead is pioneering “green” urban deliveries by being one of the first companies in the UK to order the revolutionary Modec electric vehicle.

Peter Whitehead, managing director, was quick off the mark to place an early order for the trail-blazing Modec.

It will play a key role in the company’s advanced plans for environmentally friendly freight consolidation.

Loads will be switched from large lorries and consolidated into smaller deliveries for town centres by the quiet, zero emission Modec.

The first vehicles rolled off the Coventry production line in March. Modec has invested £20m in its Binley plant to manufacture the world’s first commercially viable zero emission urban delivery vehicle.

It is the first to effectively harness the power of modern high-energy batteries to meet medium range, high-performance needs.

On one overnight charge, the vehicle has a range of over 100 miles and can accelerate swiftly to a governed maximum speed of 50 mph with a payload of up to two tonnes.

It is claimed that on a whole life calculation, ownership on a pence per mile basis works out less than running an equivalent diesel vehicle.

Heralded as the future of urban commercial transport, the Modec is quiet, efficient and free of any congestion charge, road tax or operator licence.

Apart from PF Whitehead, several other high-profile businesses such as Tesco and Hildon Water have placed orders.

Modec’s sales and marketing director Geoff Reyner was delighted with PF Whitehead’s early interest. “Peter is right there in the vanguard,” he said.

“The Modec van is the profit friendly, driver friendly and environmentally friendly solution that urban fleet operators have been waiting for.

“Carbon emissions and climate change are causing growing concern. That is why Modec is the vehicle of choice for PF Whitehead who are conscious of the environmental benefits that using it will deliver.”

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Red-E-Store Now Ready For Business www.red-e-store.co.uk

PF Whitehead has opened a new archive storage facility. The modern facility offers 24-hour security and access, and free collection in most circumstances, fast express document delivery, office and parking facilities, secure shredding of unwanted files, and an on-line archive ordering service.

Keeping archive records for long periods is a costly overhead for businesses.

Finding a suitable secure place often poses a serious headache for companies already strapped for space.



This is why more customers are turning to PF Whitehead for a solution.

Its Red-E-Store system offers huge savings on archive storage in safe and secure premises. And storing documents off-site frees up costly office space.

PF Whitehead has pledged that all new customers will enjoy free initial transfer of documents and archive files.

PFW FACT files

1. PF Whitehead was established in 1963, with one van delivering for Kingston District Grocers Ltd.

2. In 1965 PFW purchased their first new lorry. In its original blue and yellow livery the 7.5 ton Bedford TK is still in the company’s possession.

Taking The Trucks Out Of London

Step Up to the Challenge.

Freight Consolidation is a new concept to many but it is likely to dramatically change the way freight is moved into our town centres across the land.

Based in South London, innovative logistics company PF Whitehead has identified the problems caused by the many vans and lorries delivering essential goods to your town centres and local shops. They clog up the roads and cause congestion.

A fact that may surprise you is that many of these vehicles are not full, most not even half full; in fact the majority of these vehicles are only carrying small amounts of goods for each town centre.

PF Whitehead have a plan! To offer an out of town centre Retail Freight Consolidation Centre.

This will take all the general freight traffic away from the high street and consolidate it in one out-of-town location. The freight will then be delivered into our retail centres using the most environmentally friendly vehicles.

The benefits are huge. Pollution will be cut, the number of vehicles will be cut, noise levels will be cut, and accidents will be cut.

That's not all; the benefits for the retailers participating are also huge. Deliveries will be offered at times that actually suit the shops. Due to the short delivery distance those times will be accurate. Local drivers with local knowledge will further increase efficiency and make for a safer environment. Plus other benefits such as remote warehousing and pre retailing will be offered to shops. Help in reaching recycling commitments by storing recycling away from the centres, the list of positives is almost endless and we haven't started yet!

So, how is this town centre utopia going to happen?

Innovation is not new to Peter Whitehead. There have been many 'firsts' during the forty years he has been building his company from a small family run business to the large international family run business that it is today.



The challenges just keep coming in the haulage and logistics business and Mr Whitehead, now joined by son Peter, wouldn't have it any other way.

One of the larger milestones identified and overcome many years ago was the overnight palletisation of goods. PF Whitehead Logistics were among the founding members of Palletways. A then innovative new way to consolidate loads and increase efficiency, palletised transportation has now become an industry norm.

Now a new challenge. Global warming, air pollution, noise pollution, congestion, and road safety are all hugely important aspects of our everyday lives as our roads get choked to breaking point with traffic.

It was obvious to Mr Whitehead that things needed to change and to that end he is already actively working with most of the South London Borough Councils and TfL, through a little known initiative call the 'South London Freight Quality Partnership' (SLFQP), to improve retail freight deliveries into their town centres.

PF Whitehead identified the need for a more efficient delivery logistic into congested town centres and took the proposal of a Retail Consolidation Centre to the newly formed SLFQP. Coincidentally it was an area that they had marked for future investigation.

So, by providing solutions to some of the bigger questions PF Whitehead were able to move the project forward by years. Now Retail Consolidation is well on the way to becoming a reality in several South London town centres. Once this has been achieved these operations will provide a 'template' for town centre deliveries all over the country and beyond.....

It doesn't stop there however, innovative environmentally friendly electric vehicles have been purchased for use in the existing town centre delivery fleet and further natural gas options are in an advanced stage of investigation.

TfL are trialling a Construction Consolidation Centre in central London and again, seeing the huge development plans for most of London's town centres, PF Whitehead have expressed an interest in setting up and running such a site for the imminent Croydon town centre rejuvenation project.

Plus PF Whitehead are even now investigating the feasibility of transferring huge quantities of long haul night delivery journeys onto the railways. Initially this would remove dozens of trucks from the roads, cutting air and noise pollution massively. In time however this project could remove hundreds or even thousands of long haul delivery trucks from our roads every night. Taking the trucks off the roads.

Not bad for a family business!

Chart-topping PF Whitehead Puts Pallet Into Palletways

PF WHITEHEAD LOGISTICS puts more pallets into Palletways than any other member of the pan-European network, according to the latest data.

Palletways leads the way in Europe, with more than 200 depots and seven hubs handling at least 20,000 pallets a day.

This combined resource provides unrivalled express delivery services for consignments of palletised freight across the UK, the Republic of Ireland and other countries of the European Union.

PF Whitehead was a founder member of the network and is now its top "inputter."

Palletways Pan European network is unique with complete online track and trace whether your consignment is destined for Manchester or Milan, Cork or Copenhagen. The services are fast, efficient and very competitive. We are thrilled with our European growth and that our customers are so behind the service.

Palletways has a lot going for it, including Sirius computer software developed specifically to handle business processing.

Its innovative Track and Trace system, using in-cab technology, saves valuable time and money for customers.

Palletways is widely regarded as the industry benchmark and only independent hauliers like PF Whitehead that fully meet rigorous standards are allowed to join.

Mr Whitehead added:

"As successful independent businesses, we provide excellent reliability and extensive local knowledge, giving customers the best possible service in express palletised freight."



3. In 1968 PFW started their first major contract with George Payne & Co and Sainsbury's. The fleet had grown to 20 trucks.

4. In 1974 PFW moved from Leatherhead to Croydon. The first warehouse was at the aerodrome site, Purley Way.

5. With innovation always in mind in 1979 PFW purchased its first Olivetti computer system.

6. In 1994 additional freehold property was purchased to assist with expansion.

7. Also in 1994 PFW became a founder member of Palletways. Changing the way palletised freight was moved for good.

8. In 2002 PFW moved to their current freehold site increasing their space by a massive 160,000 sq ft.

9. In 2004 PFW started a home delivery contract with IKEA.

10. In 2005 PFW started a home delivery contract with B&Q.

PF Whitehead On Track For Innovation

PF WHITEHEAD is not stopping at electric trucks. There promises to be more innovative ways of moving freight and this includes by rail.

Peter Whitehead, managing director, says the company is working on several rail freight projects.

This is in line with the company's commitment to a green agenda and reducing lorry journeys wherever possible.

"It's very relevant to the marketplace at the moment," he said.

"Taking trucks off the road and switching to environmentally friendly ways of moving freight eases congestion problems."

More to follow in future newsletter editions.



PF Whitehead Do It When They B&Q It

PF Whitehead operate the home delivery service for B&Q in the south east and have now increased their dedicated B&Q fleet to 16 trucks and eight draw-bar trailers. The operation runs a 24 hour service with the goods being replenished from B&Q's distribution centre in Branston.

Operations Manager Graham Elsom says

"It is great news that B&Q are to be pushing more volumes through us. I believe it shows the strength of the relationship we have built up with our client".

The dedicated home delivery operation delivers more than 3,200 kitchens and bathrooms in the south east every month, and employs 50 staff.



Cheers To Wells And Young's Contract

PF Whitehead is toasting a new warehousing deal with the Wells and Young's Brewing Company.

The brewer's products will be stored in 60,000 sq ft of modern facilities at P F Whitehead's large site in Coomber Way, Croydon.

The contract was signed shortly after long-established London-based Young's combined its operations with Charles Wells of Bedford to create a major new national force in the brewing industry.

It involved the well-publicised closure of the historic Ram Brewery in Wandsworth and transfer of brewing to Bedford.

The combined operation is a leading supplier

of specialist beers and one of the top three brewers of cask beer in the country.

It produces two of the fastest growing national brands Young's Bitter and Wells Bombardier.

PF Whitehead had been handling transport for Young's for the past two years and the new contract builds on an already strong relationship.

Peter nj Whitehead, operations director, said: "We are delighted to get the opportunity to work on this project with them.

"It's a very good contract for us to win. It's a well known brand and it's always nice to have another well-known brand in our portfolio."

PF WHITEHEAD
LOGISTICS

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Logistics made simple

11. In 2006 PFW opened their first dedicated van, truck and bus secure parking facility. The site now holds more than 150 vehicles for clients including DHL, IKEA and Argos.

12. 2007 sees a new contract starting with Wells & Young's Brewery, the first employee to reach 40 years' service, a new archive facility opened, the first electric truck, Operations Director Peter nj Whitehead and Sales Manager David Bell taking part in the London Marathon.