

# LINE

## magazine

ISSUE 9

DECEMBER 2018

### palletline

Network Freight Distribution



# Christmas 2018

# *It's a Wrap!*

Card Factory; A new contract on the cards – see page 8

The height of collaboration – see page 28

Competition time; Missed Opportunities – see page 32

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## LINE MAGAZINE

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Welcome everybody to issue 9 of Line Magazine, and to the second only December special, since we launched in 2016.

With the peak season for freight well underway, we at Palletline are expecting yet another volume increase over previous years, wherein the combination of an expanding network of members brings with it additional volumes, coupled with the continued rise in e-commerce related freight.

Our network, through our highly flexible and successful multi-hub infrastructure, places us at the very forefront of our industry, enabling us to flex and manage our resources in line with customer requirements and the volume peaks they hence create. The success at our newest hub at Coventry stands testimonial to this. Palletline members are made up of some of the most capable, well-resourced and professional hauliers in the UK and therefore it's no surprise members of other networks have clamoured to join our world.

2018 has seen some superb transport businesses join our network, with such well-known names as Jack Richards & Son, J&J Reason and Axxtra joining the family.

2019, as far as we can predict, should provide Palletline and its members a similar level of success as in past years, despite the Brexit turmoil our country has been facing. Our network business is largely domestic and therefore we expect to be better protected than others in the industry, who perhaps rely more greatly on mainland European freight for their network volumes.

Overall, we have had a great year, with both Palletline and its members winning new business and awards in every part of the country. Through this magazine we will continue to drive the message to both our members, our respective employees and mutual customers, as to the benefits of our “best of breed” business model.

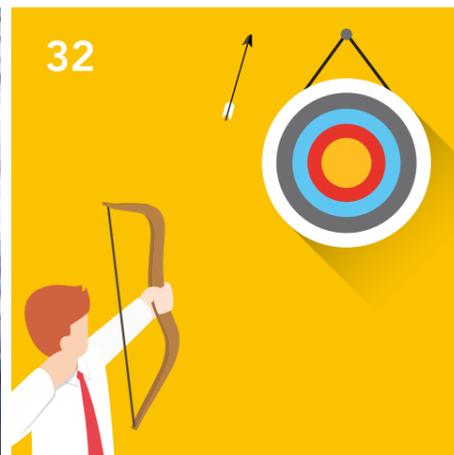
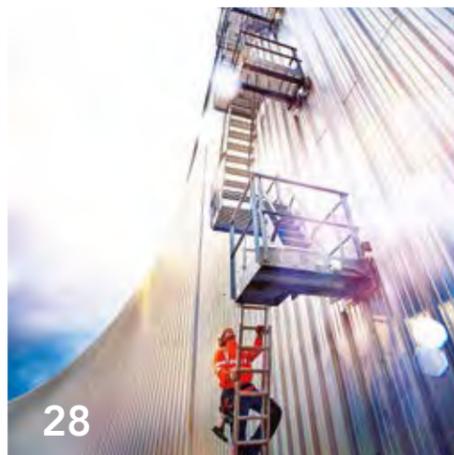
Now, as 2018 draws to a close, and without wanting to end on a sad note, I would like to extend my deepest sympathy to the Gray family, especially at this time of year for their loss. Jayne Gray passed away back in September whilst on a cycling event. Jayne was a highly respected figure within our network and our industry, hence we should celebrate her work, both professional along with her charitable work, so please do read our article on page 12, and give generously to a great cause if you can.

Best wishes for Christmas and all of 2019.

*Graham Leitch*

**Graham Leitch**

Managing Director, Palletline Ltd



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Family-run firm Stiller Warehousing and Distribution, a member of the Palletline network has created capacity for jobs growth with the opening of its new £2m distribution centre in Newton Aycliffe.

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Formed in 1987, the family-owned Axtra which will see its office and warehouse footprint grow from 9,000 to 18,000 by 2019, says its expansion is in line with Palletline's own shareholder values, including becoming part of the first network to reduce its maximum tail lift weight to 750kg for normal deliveries in the interest of driver health and safety.

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Take a glimpse at what's coming up in the next issue of Line Magazine.



Welcome to our Christmas special edition of Line Magazine, and with this being issue 9 it is the last one of 2018, and wow have we managed to fill it with the gift of great articles.

In this exclusive seasonal edition, we present to you (Christmas pun intended) no less than two Christmas features helping us to understand the rarely questioned tradition of the turkey, before we take a look at Christmas from around the world.

We climb new heights with our customer feature on TB Davies, The Ladder Specialists, courtesy of Alan R Jones, before truly delivering with an insight into the Card Factory, thanks to Expect Distribution.

We also pay a heartfelt tribute to Jayne Gray of H&R Gray who tragically lost her life while cycling for charity this year.

Line Magazine also celebrates the future and welcome growth with Stiller's multi-million pound new distribution centre, in addition to meeting Palletline's Irish partners JMC Logistics, in a part one of a two-part special feature on Irish-UK freight.

Then, last but not least, we have a bride in the driving seat, and of course our latest competition, Missed Opportunities, so don't you miss out by entering now!

The whole team at Line Magazine would like to wish everyone a wonderful Christmas and a Happy New Year.

See you in 2019

Paul Komuro,  
Managing Editor

# SO WHY DO WE TROT OUT THE TURKEY?



Hannah Sanders looks at Christmas traditions from around the world.

**Many people, if they were served something other than turkey on Christmas Day, would be shocked and stunned, as let's face it, it's a given during the festive season.**

As we sit down for Christmas dinner, you may wonder how the turkey, a bird native to the America became the centrepiece of our festive meal.

Turkeys were introduced in Britain over 500 years ago, by a young traveller and Yorkshireman William Strickland, who, on his travels acquired six birds from American Indian traders, and in 1550 he was granted a coat of arms which included a "turkey-cock in his pride proper".

Before that, the choice of meat was either goose, boar's head and even peacock - I don't know about you, but turkey certainly sounds more appealing.



Henry VIII was the first English King to enjoy turkey in the 16th century, although it took another 400 years before Edward VII made eating turkey fashionable at Christmas.

Turkey is now a regular feature on a great majority of British Christmas tables, although it's only gone mainstream over the last 60 years.

However, believe it or not, turkey isn't a staple across the world, with other countries having a whole host of equally as special traditions. Some countries celebrate Christmas on 7 January, with a whole host of customs that are different from Santa and his reindeers that we are familiar with.

Iceland has not one but 13 Santa Clauses, with the first one descending down the mountain 13 days before, leaving treats in children's shoes. Traditionally on Christmas Eve, they will enjoy ptarmigan - a bird from the grouse family.

In Argentina, the main meal is eaten on Christmas Eve, with popular dishes including roasted pork, stuffed tomatoes, Christmas bread and desserts such as pan dulce and panetone.

**In Norway, Santa is called Julenissen, presents are exchanged on Christmas Eve, and instead of mince pies, rice pudding is left out for Nisse (gnomes)**



Over in Norway, Santa is called Julenissen, presents are exchanged on Christmas Eve, and instead of mince pies, rice pudding is left out for Nisse (gnomes). Many people will choose from either roasted pork ribs or dried mutton for their festive meal.

As Christmas falls over summer in Australia, BBQ's in the great outdoors are popular, rather than turkey and gravy. Australians also decorate their house with 'Christmas Bush', a native tree with small green leaves and cream coloured flowers and Santa gives his reindeers a well-deserved break, taking kangaroos on his present delivery.

Across to Poland, where presents start arriving on 6 December as it's St Nicholas Day. Unlike the UK, he dresses in white and gold rather than the red and white we are familiar with. On Christmas Eve, families traditionally enjoy 12 dishes including the country's famous pierogi dumplings and opiatek - a Christmas wafer.

So, there you have it - Christmas, its food and of course Santa comes in many different variations, each one as equally special and memorable as the next, and this year when you are sitting down to tuck into your much awaited turkey you'll know the history behind it.

# A NEW CONTRACT ON THE CARDS

Wakefield-based greeting card retailer, Card Factory have announced a five year contract, which will see the majority of their palletised distribution to their stores, being handled by Bradford based Palletline member, Expect Distribution.



Card Factory is now the market leader in the greeting card industry and also sells gift dressing and party products, distributing approximately 100,000 pallets a year through their stores in the UK and Ireland.

The company was created in 1997, when founder Dean Hoyle started selling cards from his van before opening the first store in Wakefield.

The business now has over 950 stores in a wide range of locations from small towns and high streets to cities and

shopping centres with further store expansion planned every year.

Card Factory has a state of the art head office in Yorkshire that has an in-house design team, internal printing facility and warehousing capacity of 360,000 sq ft. This enables the company to undertake their own design, print and making of their products all under one roof and fulfil their value cost model.

The partnership with Expect began in February 2017 as Card Factory explored the potential to look to enhance their

distribution offering to their stores. Expect Distribution Managing Director Neil Rushworth explained more.

“When we first started speaking with Card Factory, we quickly discovered that whilst there was a long standing and good relationship with their current transport provider at the time, this hadn’t evolved in line with the development of the Card Factory store structure and the volume involved.

The solution operating at the time was completely one dimensional and was

essentially channelling all store deliveries through a rival pallet network, so there was immediately some good opportunity to find the right solutions for each geographical area, something which at Expect we regard as our USP.

Card Factory also came to us with a list of clear objectives and offerings which their ongoing partner must have, so this made the solution development clearer which helped immensely.”

These solutions included the ability to cater effectively for the continued growth of the business, generating cost savings in terms of average price per pallet delivered and enhanced use of technology to provide live pallet level tracking using web based systems, coupled with a real-time POD facility.

Rushworth added

“What was also very apparent from the outset was the need to introduce accurate measures of service and detailed performance reporting. Where a long standing relationship exists between customer and logistics partner it can become staid and what we found was a company distributing large volumes but without any real KPI’s to speak of being reported back by the existing provider, something which we were able to change almost immediately.”

Another change implemented by Expect came from the firm belief that a carrier needs to be close to their customer and understand the challenges which they have in their business first hand. The incumbent provider ran the account remotely but with a high level of personal account management being required, one of the other early changes was to install two members of staff on site at Wakefield, promoting Expect as an integral part of

the significant logistics operation and team on site.

Allied to these structural changes, Expect Distribution and Card Factory agreed further strategic changes to the distribution operation which would be carried out over the first two years of trading so that both parties were fully focused upon the objectives of the relationship. One of these was the introduction of liveried Card Factory fleet vehicles which are now fully operational on the highways and primarily delivering to stores within a 100 mile radius of the Card Factory, Wakefield DC.

Rushworth explained further, “There were many apparent benefits from operating own fleet for the customer, firstly from a cost point of view, all pallets were being directed through a pallet network and this didn’t make financial sense with such a high volume of stores within the immediate area so our proposals were always to convert a percentage of business to own fleet. It was really about identifying the areas where

that model made sense and where network delivery would be maintained and that was primarily a cost decision”

However, the fleet also has a brand value to Card Factory and also allowed Expect to provide a more personalised service to the stores with regular drivers becoming familiar with store staff, offering greater levels of communication regarding their ETA’s and working with them to ensure that the delivery experience was enhanced and that the drivers are as interactive as possible.

One of the other cost saving incentives was a move to the use of Longer Semi Trailers (LST’s) on the network trunking operation which meant that Card Factory trunk capacity increased by a massive 36% from 44 pallets to 60 pallets per trailer, translating into a very significant annual cost saving for the business. Other value added benefits are that Card Factory staff have full visibility of all pallet movements whether via own fleet or the Palletline network with individual tracking available on each pallet moved.





The signing of the 5 year contract demonstrates the faith which Card Factory have in the evolving transport offering and Craig Miles, Supply Chain Director commented on the relationship,

*"We are delighted to be in partnership with Expect Distribution as we look to provide our ever growing store base with the best delivery service.*

*During our first year of trading with Expect they have consistently demonstrated an appetite to understand our business and provide innovative solutions to improve service and executional efficiency. The management team have immersed themselves in understanding Card Factory ambitions and risen to the challenges we have set out."*

The Christmas period represents the busiest time of year for Card Factory with supply to stores commencing in August but with despatch levels reaching peak in November and December, often exceeding 1000 pallets per day and both Expect and Palletline work allied to one another to ensure that adequate resource plans are in place to maintain a high level of service to the stores as the tills start to ring out at a faster pace.

The busiest Christmas period will see Expect adopt a different trunking model to meet the client needs by using regional Palletline hubs with 15 trunks a day input into Birmingham, Manchester, Leicester and Coventry.

Expect Distribution are a founder member of Palletline and have been a key part of the evolution of the network. The West Yorkshire based member is the largest volume inputter into the network, representing over 7% of the total Palletline input volume, with Card Factory being the biggest individual volume account within the network.

Neil Rushworth summarised how he viewed the future positively.

"The partnership with Card Factory will only continue to grow over the years and as their company expands, we will be there to support them. We see it as our role to constantly put information and proposed operational improvements to the Card Factory management team and this will also continue. We very much feel a part of their business which also continues to go from strength to strength in terms of growth and market share.

Palletline has a key part to play in the future success of that relationship and the quality in depth of the membership cannot be under-estimated. We can always rely on Palletline to go above and beyond for both Expect and our clients and we are reassured to be part of the best pallet network in the UK."



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# TRIBUTES PAID TO FUNDRAISING JAYNE



Line Magazine pays a warm tribute to Jayne Gray, Financial Controller of family haulage business and Palletline member, H & R Gray. Jayne was tragically killed in a road accident during a fund-raising cycle challenge for logistics charity, Transaid in Zambia.

Jayne a mother of two was fatally injured after a collision during the Cycle Zambia Challenge when another cyclist - a support team member from Dream Challenges - was also seriously injured in the incident and remains in hospital, although their injuries are not thought to be life-threatening.

The driver of the vehicle involved is in police custody. Investigations into the collision are ongoing.

Jayne, 49, was an enthusiastic people manager at the 71-year-old family-owned company, which had been based at the Banded Industrial Estate near Stirling since 2001.

Managing Director of Palletline, Graham Leitch told Line Magazine: "H&R Gray has been a valued member of the Palletline family covering the FK postcodes since February 2015, and we are deeply saddened by the news of Jayne's untimely death. Everyone at Palletline would like to extend our deepest sympathies to the Gray family and everyone involved in the business."

In honour of Jayne, the Gray family has requested that those wishing to show their respects, donate to Transaid ([www.transaid.org](http://www.transaid.org)) to support the charity in its work.

You can also donate directly to Jayne's fundraising page:

[uk.virginmoneygiving.com/JayneDGray](http://uk.virginmoneygiving.com/JayneDGray)

A statement from the charity Transaid said: "It is with great shock and immense sadness that we share news of the loss of one of our fundraisers, Jayne Gray. The Financial Controller at family business H & R Gray Haulage in Stirling, was taking part in her third cycle challenge with us.

"Jayne leaves husband Robin and two sons. We are supporting Jayne's family and would ask you to please respect their privacy at this time of intense grief."

Transaid's Chairperson Jo Godsmark, a friend of Jayne's and her roommate on the trip, said from Zambia: "We are all in deep shock at what has happened and are struggling to come to terms with the loss of such a vibrant, funny and courageous woman as Jayne. Our thoughts and sympathies go to Jayne's family and friends."

"Transaid's team, together with Dream Challenges, is providing local support.

All other team members are safe and have been taken to a hotel, and we are arranging for them to travel home."

Transaid's Chief Executive Caroline Barber, who travelled from Uganda to Zambia to be with the team, said: "We are numb. Jayne was a hugely well-respected figure within the industry and a loyal supporter of Transaid.

"As an organisation with such a close-knit network of supporters we know Jayne's loss will be felt across the transport and logistics sector."

MAKE A DONATION AT

[www.transaid.org](http://www.transaid.org) or  
[uk.virginmoneygiving.com/JayneDGray](http://uk.virginmoneygiving.com/JayneDGray)

## Business as usual when business is unusual

# LIFE AFTER BREXIT:

JMC Logistics goes the extra mile to prepare

If there is one irrefutable business certainty, it's that business hates uncertainty.

This is why one Irish logistics company is going the extra mile to prepare customers on both sides of the Irish Sea for what many commentators suggest could be challenging times ahead.

The ongoing fluctuations of Sterling, creating constant variations in the cost of exporting and importing between the UK and Europe, has led award-winning JMC Logistics, a member of the Palletline network since 2010, to establish calm and confidence among its expanding customer base on both sides of what, for now, remains a frictionless border.

"We are trying to introduce a bit of certainty and provide practical advice in what appears to be uncertain times," said Garrett Thornton, director of JMC.

"Being part of the Palletline network has given us access to every postcode in the UK, which is a unique reach. This has further strengthened our reputation, with guaranteed on-time delivery driving high levels of business retention - once customers have experienced the service, they will repeat their orders."

With almost 250 vehicles available, JMC offers SameDay and NextDay pallet and carton consignment delivery throughout Ireland, together with UK and Europe services. They are also the Ireland member for CTN a worldwide freight forwarding network.

The business has 19 locations around Ireland, including two in Northern Ireland. In preparation for the possibility of the UK leaving the EU Customs Union it has established

a Bonded Warehouse, a temporary storage facility for traffic awaiting customs clearance having arrived from the nearby busy Dublin's Port.

Operating out of a 157,000 sq ft facility at Newlands, Dublin, JMC has also introduced NCTS, an electronic customs declaration process, while nine of the 108 internal staff have been trained in customs clearance protocols in readiness for the potential Spring 2019 deadline.

"Being part of the Palletline network has given us access to every postcode in the UK, which is a unique reach."

The 28-year-old company, which has doubled in size since 2013, has recently achieved Authorised Economic Operator (AEO) status, it's a certified standard authorisation issued by customs administrations in the European Union (EU).

JMC also advised customers on what they need to do to be ready for Brexit including the Tariff and TARIC codes required to move goods in and out of an uncoupled EU and UK market, post 29 March next year.

"We are trying to make it as 'business as usual' as possible by making it easier for our customers and most importantly Palletline members. We are providing advice on what they need to do to steer through this process," said Garrett, in a business that moves everything from electronics to DIY products.

"It is all about helping our customers to ensure they are registered with the appropriate authority as exporters to destinations that could be, after March 2019, outside the Customs Union". "We have even created an

export/import advice email [brexit@jmc.ie](mailto:brexit@jmc.ie) for customers and members to use." "This includes advising them on the possibility of cost implications and customs clearance fees and we have found our membership of the British Irish Chamber of Commerce a huge help in this regard".

Even at this early stage we see an increase in UK companies long-term planning, booking warehouse space in JMC Dublin for small quantities of their product so they can guarantee their supply chain into the future. And likewise we are working with Palletline members' warehousing in the UK on behalf of our Irish customers.

Because business cannot afford to fail and because it is unclear how well any agreement will work in reality, many global organisations have switched to alternative routes. "We already see an increase in traffic coming via Rotterdam from the Far East and additional ferry options from Europe direct to Ireland" said Garrett.

"It is about offering solutions that are practical for business while we work through the details of what future trading might look like," he added.

Businesses have to be politically agnostic and deal with their own commercial realities. This is why they have to now risk assess the pre and post-Brexit landscapes and broker ongoing relationships that guarantee future prosperity while logistics providers such as JMC provide the essential links that hold firm those vital supply chains.



# CHRISTMAS AROUND THE WORLD

Phoebe Seymour and Rachel Martin find out why the whole world loves Christmas.

Christmas is now celebrated in many countries around the world, and though the mode of celebration, the dates and the traditions vary, the festive spirit remains the same.

Festivities can be startlingly different from country to country, but whether you're celebrating Christougenna in Greece, or Noeller in Turkey, you're sharing in the wonder and magic of the Christmas season.

Here's a look at the ways Christmas is celebrated around the world, as told by some of the region's restauranters.



## GREECE

### "Kala Christougenna"

The Greek Christmas holiday traditionally spans twelve days – from December 25 to January 6, which is known as Epiphany Day. Some customs are ancient origins, whilst others have sprung up more recently.

*"On Christmas Eve, children - especially boys - often go out singing 'kalanda' (carols) in the streets." Says Dennis Mouzakis, owner of the Greedy Greek, Sharrow Vale Road.*

*"They play drums, triangles and sing - sometimes carrying model boats decorated with nuts and painted gold. It's a very old custom in the Greek Islands and children are often given money or sweets.*

*"Due to the Christian Orthodox religion, it is customary to go to church on Christmas morning for the religious service.*

*"Christmas trees are not traditional, but are in most homes now. A more traditional decoration is a shallow wooden bowl with a piece of wire suspended across the rim. A sprig of basil is wrapped around a wooden cross and once a day, the mother of the family dips the cross and basil into holy water and sprinkles the water in each room of the house.*

*"Melomakarona and kourabiedes are the two varieties of Christmas cookies in Greece. The first are semolina, cinnamon, and clove cookies*

*drenched in honey, while the second are fresh butter cookies sprinkled with powdered sugar and almonds.*

*"Christopsomo is a traditional bread made on Christmas Eve, which has a cross carved into the top. On Christmas Day, the head of the household makes the sign of the cross above the loaf of bread, cuts it and gives a piece to everyone at the dining table.*

*"Aghios Vassilis (Saint Basil) brings children presents on the 1 January. On this day the "renewal of waters" also takes place, a ritual in which all water jugs in the house are emptied and refilled with new "St. Basil's Water."*



## THAILAND

### "Sùk-sǎn wan krít-mâat"

Christmas isn't an official public holiday in Thailand, with only a small minority of the Thai population being Christian (90 per cent are Buddhist). However, at this time of year hotel staff can be seen wearing Christmas hats, whilst shopping centres are decorated.

*"Buddhism is tolerant of all other religions, including Christianity, and this religious tolerance is part of the reason why a major Christian festival such as Christmas can also be enjoyed by Buddhists in Thailand." Says Jiraiya, owner of Patoo Thai, Ecclesall Road.*

*"The most famous Catholic church in Bangkok is the Holy Redeemer Church in the Ploenchit district. They have several Christmas masses every year, usually three English services a day both on Christmas Eve and Christmas Day.*

*"Christmas is not celebrated in the religious sense, and 25 December is a normal working day - though its impact is easy to spot commercially and, if you are in Bangkok in December, you will find Christmas-themed decorations.*

*"December is among the busiest months of Thailand's peak tourist season. Bangkok's shopping centres and luxury hotels, with their Christmas trees and fairy lights, become an attraction of their own.*



*"What is Christmas without overdoing it on the food and drink? If staying at an international hotel in Bangkok, you are likely to come across popular gala buffet dinners for both Christmas and New Year.*

*"Despite the fact that offices, schools, colleges and universities remain open on Christmas Day, residents will still observe the festivities. Children dress up in vibrant colours and most of the schools arrange various kinds of festive activities.*

*"The distribution of gifts by Santa Claus, along with the singing of the Christmas carols and Christmas hymns, form a major part of the Christmas festivities and teachers will act out plays for the entertainment of the children."*

 ITALY

Traditionally, Italian Christmas celebrations would take place on Epiphany Day on 6 January, rather than on Christmas Day. Nowadays, families focus more on 25 December, but traditional customs and food vary throughout the country.

*“Christmas is very different, depending on the region you live in, but it’s always a big family gathering with lots of food.” Says Salvo, owner of Casanova, Crookes.*

*“The most important part of the table is the panettone. I’m from Sicily and a big tradition is to start with an anelletti al forno, which is a pasta dish baked in the oven. Then the*

“Bon Natale”

*main course is falsomagro – a roll of meat, filled with ham, cheese and egg in a tomato sauce. It’s very nutritious, and not as fattening as a lot of other Christmas meat dishes.*

*“We also have cannolo – an Italian dessert pastry from the Sicilian region. By the time you finish, you can’t move!*

*“It’s a big celebration for kids. Families tend to have Christmas trees and decorations, but nativity sets are even more popular. About 99 per cent of kids will have their own nativity set. It’s also a time to play games.*

*“On 24 December, kids make a biscuit shaped like an animal with a boiled egg*

*on top. The shell is decorated in different colours and then the biscuit is filled with dried figs and pine nuts. On Christmas Day, families usually go to church in the morning and kids get lots of presents, but it always ends with a big family celebration until the evening.”*



 TURKEY

As 98 per cent of the country are Muslim, Christmas is not a largely celebrated in the religious sense. Turkey’s varied colonial history means they have adopted many other culture’s non-religious traditions and customs. However, they are the country most credited for the invention of Father Christmas.

*“I’m originally from Sheffield, but I lived in Kemer for 10 years, so our family have experienced Christmas in both countries.” Says Ruth Günay, owner of Lokanta, Broomhill.*

*“It’s interesting because on the one hand they don’t celebrate the Christian side of things, but there is this connection to Father Christmas. They say St Nicholas was born in*

“Mutlu Noeller”

*Turkey and was the Bishop of Myra so that’s something that is celebrated.*

*“Turkish people don’t tend to celebrate Christmas Day though. They celebrate all the things associated with Christmas at New Year. People open presents on New Year’s Day and I’ve noticed that shopping malls are becoming more and more decorated in Christmas trees and baubles and are looking more like they do here in Britain.*

*“They’ve adopted a lot of European customs such as the turkey and even their word for Christmas, Noeller, is borrowed from the French word. School children love singing carols at this time – Jingle Bells is huge!*

*“When it comes to food, families have big banquets, but like the Christmas meals at Lokanta, they tend to have smaller mezze dishes so they can concentrate on socialising.*

*“In Istanbul, roast chestnuts are a popular street food. Pomegranate is another food associated with Christmas. Then of course, there’s Turkish delight.”*



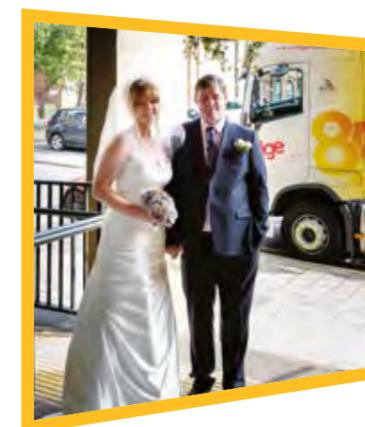
BRIDE  DRIVING SEAT

While some women may dream of arriving in a horse-drawn carriage or a Bentley on their special day, Katrina Bradshaw, 37, opted for her pride and joy, the HGV which she drives daily for Palletline founding member, Edge Transport.

Like all deliveries made by Edge Transport, Katrina arrived on time and in style to Chester Registry Office on 30th August to marry husband Peter Savage.

Katrina has been a Class 1 HGV driver for Edge Transport for three years and as a show of thanks, she was driven to her special day in one of their vehicles.

The now Mrs Savage remarks “The Directors at Edge – Jonathan, Nikki, Jenny and Richard have really made my wedding day dreams come true, I was so happy to be driven to my wedding in the vehicle I drive, as it is truly who I am on a day to day basis and I couldn’t have wished for a better arrival.



“I contacted Line Magazine to share my gratitude to Jonathan, Nikki, Jenny and Richard for organising such a special treat, apart from saying ‘I do’ it really was the cherry on the cake. A huge thank you to the best bosses ever!”

Whilst many of us would say we have a good relationship with our employers, would many employers pull this off? A very touching gesture from a true family run company.

Could this be a start to unique wedding transportation? Will hauliers across the country be inundated with requests? ...we certainly think you are on to something Team Edge!

Line Magazine would be interested to hear from our readers; what’s the craziest wedding transport you’ve heard of or seen?! Let us know by emailing the editorial team at [linemagazine@palletline.com](mailto:linemagazine@palletline.com).

# INTRODUCING STILLER'S £2M DISTRIBUTION CENTRE

Family-run firm Stiller Warehousing and Distribution, a member of the Palletline network has created capacity for jobs growth with the opening of its new £2m distribution centre in Newton Aycliffe.

After an eight-month construction project, which supported dozens of local jobs by utilising nearby contractors, the state-of-the-art facility is expected to improve Stiller's in-house trunking system four-fold.

The 40,000 sq ft palletised distribution centre on Aycliffe Business Park is the largest of its type in the North East and allows Stiller to load 32 vehicles at any one time - when its previous system could only load eight vehicles a time.

The scheme, which was project managed by award-winning Darlington firm Wharton Construction, has also created more than 70 off-street car parking spaces and includes a new large open-plan office for over 30 office staff.

Meanwhile the previous main offices and distribution centre will be converted and upgraded into extra warehousing for the firm which has seen huge demand for space and growth in the last two years. It's hoped this will lead to the creation of new jobs in 2019.

"We can have 32 lorries loading up at a time, when previously we could only have eight, so it makes for a much smoother and slicker operation." **Matthew Stiller**

Managing Director, Matthew Stiller comments on the benefits for Palletline and its members: "In designing and building this new facility we have had the opportunity to customise it for our specific business needs. This include, 16 undercover vehicle loading positions, a large secure storage area for freight in transit, full drive-around and drive-thru circulation and an open plan office with driver 'trade-counter' area. These features have made a noticeable improvement to our vehicle turnaround times for loading & unloading thereby benefitting our Palletline Partners and clients alike."

Stiller - which was named Company of the Year at Aycliffe Business Park's Make Your Mark awards in May - has seen sales rise by more than 20% to £14.8m, while staff numbers have jumped from 149 to 174 in the last 12 months.

Matthew Stiller explained: "We're delighted to have moved into the new distribution centre, which is already improving our efficiency and service levels to our clients.

"We have built a bespoke facility which we've designed specifically for our palletised distribution business and enables our drivers to off-load and re-load much quicker, both during our day-time shifts as well as through the night.

"We can have 32 lorries loading up at a time, when previously we could only have eight, so it makes for a much smoother and slicker operation."

Stiller's latest investment in equipment, people and facilities - including two new warehouses costing more than £1.8m between them - takes the company's total spend to almost £9m in the last three years.

More than £1.1m was spent on a new state-of-the-art, 40,000 sq ft warehouse in 2015, increasing the company's warehousing capacity to 200,000 sq ft, and in 2017 it invested another £750,000



in a 40,000 sq ft extension, while more than £5m has been spent on new vehicles in that time.

Stiller added: "Re-investing in the distribution side of the business has primarily been to enable us to better cope with the rate of growth we're currently experiencing.

"And while improving our distribution service, it is also creating more space for us to develop new and improved warehousing for business-to-business storage services."



Stiller's new distribution centre takes up five acres of the firm's 22-acre site at Ridgeway on Aycliffe Business Park, and its construction has supported dozens of local jobs.

As well as main contractor Wharton Construction, which was recently handed the best large company award from Northern Counties Safety Group for health and safety, Darlington-based ADG Architects, Durham civil engineers BDN and PTS Demolition of Shildon are all involved in the project, as well as Aycliffe-based John Wade Group, SCH Site Services, PWS Worksurfaces and Aycliffe Fabrications, while new lighting has been manufactured by Thorn of Spennymoor.

Stiller, formed in 1954, provides cost-effective warehousing and distribution services to businesses in the North-East region as well as commercial property lettings and is also a member and shareholder in Palletline, a national co-operative network of over 70 companies.

Its Aycliffe site stores goods and parts for well-known national brands as well as local businesses including Gestamp Tallent and 3M.

More about Stiller can be found at [www.stiller.co.uk](http://www.stiller.co.uk)

**STILLER**

# AXTRA! AXTRA!

READ ALL ABOUT IT!



## SUSSEX-BASED AXTRA LIMITED JOINS PALLETLINE

Sussex-based Axtra Limited, which is planning to double the size of its warehouse and offices as part of an ambitious growth strategy, is the latest transport business to join the Palletline network.

Formed in 1987, the family-owned Axtra which will see its office and warehouse footprint grow from 9,000 to 18,000 by 2019, says its expansion is in line with Palletline's own shareholder values, including becoming part of the first network to reduce its maximum tail lift weight to 750 kg for normal deliveries in the interest of driver health and safety.

The company, which currently employs 40 personnel and has a 27-vehicle fleet, is no stranger to pallet networks having served with Hellman, Fortec and, more recently Palletways before moving to Palletline in August 2018.

John Miller, operations director for Axtra, said being part of a strong network was important for the business expansion.

"Being part of a network means that you can be very flexible. We can collect a pallet locally here as late as 5pm and it can be delivered next day in Scotland.

"Axtra is a friendly and focused business and our customers like our attitude and honesty towards all jobs. It has always been important to us to be part of a broader network that mirrors those values.

"We were previously members of Palletways, winning its Platinum status on many occasions. This is only awarded for the highest standard of operations within the network.

"We made the decision to join Palletline as we considered the network to be of the highest operating standard, offering balanced trunking and it was the first network to reduce the maximum tail lift weight to 750 kg for normal tail lift deliveries, which is very important for our drivers.

"The shareholder member element of Palletline is also very attractive to us. Each member is committed to offering the same quality of service that we would like to provide for our customers and the success is fundamental to all



our businesses. This sets Palletline on a pedestal compared to other networks.

"The growth of our warehouse means that all trailers will be loaded and unloaded under cover, as well as providing brand new office facilities and storage capability. It is through such investments that we demonstrate our ambition to not only be successful in our own right, but also to become a valued member of the Palletline brand."

Graham Leitch, managing director of Palletline, added: "Axtra is an ambitious business with big plans and we are delighted that we are part of that growth. It is important that networks comprise members with the same vision of sustainable growth, and the safety of our drivers is at the core of that vision. We are delighted that other businesses share our concern of tail lift weights and that the industry looks as though it is following our lead."

## LINE MAGAZINE CONGRATULATES



## PALLETLINE'S FIRST SUB-CONTRACTOR TO RECEIVE A KPI CERTIFICATE

Dartford based B&H Haulage are delighted to have been recognised for their excellent KPI performance.

Director of B&H Haulage, Simon Butcher remarks: "At B&H we pride ourselves on excellent service, the team here consistently display exceptional commitment and effort in every task, which has subsequently reflected in our KPI results".

This is a wonderful achievement for any haulage company but especially important for a company which is new to the pallet industry like B&H. B&H Haulage have worked for Palletline on a sub-contractor basis over the last 12 months and have even expanded their delivery area in this time. Simon comments:

"We have been given tremendous support from the Palletline team and will continue to provide the membership with excellent service. We do hope to become a full member of the network in the future".

Graham Leitch, Managing Director, Palletline Ltd comments: "To be awarded a KPI certificate is an accomplishment for any Palletline member, so for a sub-contractor to achieve such high service standards is outstanding. Only the highest calibre of hauliers are asked to join the Palletline network and equally we work with high quality sub-contractors to service the network in particular areas. On behalf of the business I would like to congratulate the team on this achievement".



## OUR MOTOR TRANSPORT AWARD WINNERS ARE ...

The 32nd Motor Transport Awards returned to the Grosvenor House Hotel in London's Park Lane on 4 July 2018 to celebrate, recognise and reward excellence in the road freight transport industry.

Line Magazine is delighted to congratulate three Palletline members for being awarded the industry's most prestigious accolades.

Miniclipper Logistics - Peter Masters, Managing Director winner of...

### THE BUSINESS EXCELLENCE AWARD

"Miniclipper Logistics celebrated a double win at two of the industry's most prestigious awards in July, being recognised for 'Business Excellence' at the Motor Transport Awards and 'Logistics Provider of the Year' at the UKWA Awards.

Both awarding bodies recognise and reward excellence in the third-party logistics sector, attracting entries from some of the most influential companies in the industry. The Motor Transport Awards praised Miniclipper Logistics for its exceptional service, people and environmental focus, whilst the UKWA commended the business on its professionalism, motivation and focus on working safely and ethically.

The family business was established by local businessman Mick Masters in 1971 when he responded to an advertisement in the local newspaper for a part-time courier. Today the award-winning business specialising in the storage and transportation of palletised freight has an impressive portfolio of 4 warehouses, a fleet of 40 vehicles,

over 300 customers and is a member of the Palletline & Hazchem networks.

Now in its second generation of leadership, Managing Director, Peter Masters was delighted to be announced as the winner of both awards.

"At Miniclipper Logistics we strive to go above and beyond expectations to meet our customers' needs. We are proud to be part of a business where our employees live and breathe this work ethic. This award is for them".

Sales Director, Jayne Masters thanked everyone in the business who is committed to long term 'getting it right'. "It's our employees' relentless hard work that ensures we deserve these accolades".



Expect Distribution - Neil Rushworth, Managing Director winner of...

### THE SAFETY IN OPERATION AWARD

"The award is the result of many years of hard work in firstly setting targets for what we wanted to achieve as a business in terms of the safety of our employees, customers and suppliers alike and then putting in the hard work to actually achieve that.

Health and Safety involves every single person in our business and this award also reflects the dedication of our staff in delivering consistently to make Expect a very safe conscious business.

Huge credit goes to our Health & Safety Manager Kevin Barnes and

his team who work so hard to ensure that safety is at the forefront of everything we do.

2017 was another outstanding year on the back of a consistently improving record as we continue to grow, and we are proud to lead a "from the top" approach to health and safety within the company".



**Motor Transport Editor, Steve Hobson** comments "Winning an MT Award means so much because they are made by independent panels of expert judges drawn from the road freight transport industry. Being recognised by your peers is always the most valuable reward possible as no one knows more about the industry than fellow operators".

Miniclipper Logistics - also shortlisted for Haulier of the Year - is a fast-growing family firm that boasts delivery KPIs of over 99% and a loyal workforce. Judges praised the company for its "exceptional service, people and environmental focus" and for "creating a strong foundation for the future".

Expect Distribution - like Miniclipper a finalist in Haulier of the Year - is another family-owned firm and safety of its employees and customers is foremost in every area of its operation.

Our judges said Expect had delivered "an impressive improvement in incident rates" as a result of a "clear structure and strategy to promote a positive safety culture".

Stephen Sanderson took the Haulier of the Year title in a close-run category that had several strong contenders and winners of other categories. Maintaining the family-owned theme, Stephen Sanderson impressed our judges with the long length of service of many of its employees and the loyalty of customers, one of which has been with the haulier for 37 of its 40 years of existence. Judges commented on its focus on staff retention and dedication to the local community "while running a high-profile fleet, growing its business and making continued profit".

**Palletline Managing Director, Graham Leitch**, remarks "It is with great pleasure that I congratulate three

Stephen Sanderson Transport - Ed Sanderson, Commercial Director winner of...

### THE HAULIER OF THE YEAR AWARD

"Shocked, surprised but above all absolutely honoured and humbled to have been shortlisted in the first place, but to collect the accolade on the evening in front of all our peers within the industry was just something else. We have a collection of great customers, great partners such as Palletline and the Transport Association, but ultimately, we have great staff and employees that have supported us for many, many years. Without them we wouldn't have collected such an achievement. We are extremely thankful to Motor Transport for recognising our efforts and allowing us the opportunity".



of our valued members who continually strive to offer their customers the very best service. Each of these award wins says so much about the standards and the quality of our member owned network, I would like to thank each member for ensuring Palletline remains the number one network of choice for hauliers and customers alike".

# LONDON

Fun for the whole family!



Is the hustle and bustle of a London city break suitable for young children?  
Richard Abbey finds plenty to do in the capital – and the perfect place to stay.

You'd think after the pomp and ceremony of the recent royal wedding that Harry and Meghan would want to lay low for a while. You know, maybe kick back and relax in their cottage in the grounds of Kensington Palace. So you could say it was a huge surprise when I 'bumped' into them on a recent trip to London.

Of course, when I say bumped, I don't mean brushing shoulders with them on Kensington High Street, more that they're the centre of attention as you'd expect. Cameras are flashing left, right and centre as

people clamour to get their picture taken with the happy couple. And they don't complain once.

Only they're not on Kensington High Street, or Buckingham Palace for that matter, but the new main attraction at Madame Tussaud's, the famous waxwork museum that has been open in London for over 200 years. The new Duke and Duchess of Sussex have now joined the already 300 lifelike figures and my seven-year-old daughter was in awe as she queued to have her picture taken, then latterly with the rest of the royals on the balcony of the palace.

My son – he's five – on the other hand, was less than impressed, preferring the Marvel figures and 4D cinema experience. My wife was happy to have her picture taken with a Wookiee in the Star Wars section while I gave Bobby Moore a hand lifting the Jules Rimet trophy. With other areas covering film, music, culture and sport, as well as a Spirit of London ride in a London taxi, it was a fun way to spend 2-3 hours. And where else would you bump into Harry and Meghan?

After fretting about bring our children to the capital for the first



time, they quickly put us at ease, taking it all in their stride and appreciating London for what it is – a truly wonderful city. After living there briefly almost 20 years ago, I've dipped in and out on a regular basis, usually for work, and it's easy to forget what a fantastic place it really is. Suitable for kids? Most definitely.

The base for our stay was the charming Jumeirah Lowndes Hotel, which was tucked away in the chic little enclave of Belgravia. It was a great spot – close to Knightsbridge tube station and the upmarket shopping of Harrods and Harvey Nichols as well as being a short walk to Hyde Park.

The hotel is the smallest in the Jumeirah portfolio with just 88 rooms. What I really liked about it was that you get the quality service of a big hotel chain yet it retained a boutique feel. All the staff were really friendly and welcoming, nothing was too much trouble.

Our junior suite accommodated the four of us comfortably and had all the little comforts that make a big difference – bath robes and slippers for all of us, Temple Spa products in the bathrooms, Nespresso coffee machine and complimentary wifi. The icing on the cake? Complimentary teddy bears for the kids. Like I said, it's the little things. Guests can also use the Peak Health Club & Spa at sister property Jumeirah Carlton Tower, which is

just around the corner, and there are complimentary bikes to hire, should you wish to explore on two wheels.

You can dine in the Lowndes Bar & Kitchen or outside on The Terrace, the latter of which opens seasonally. Breakfast was hearty to say the least; as well as the continental options, including cereals, pastries, cold meats, cheeses and smoothies, there was a good selection of cooked options, from the full English to eggs Benedict and smoked kippers. It was the perfect start to the day and just what you needed for a day of exploring ahead.

Next on our list of things to do, and a charming 15-20 minute walk along The Serpentine in Hyde Park, was the Natural History and Science museums. My son is a huge dinosaur fan and was blown away by the display at the former while my daughter loved learning about the human body in the latter. Given that there's so much to see and do – a day wasn't enough for us – it's amazing that both of these attractions are free to visit.

For our sightseeing day, we made good use of the Tube and buses – kids under 11 travel for free with a paying adult – which saw us take in the Tower of London and Tower Bridge, Buckingham Palace, the Houses of Parliament, Downing Street and Trafalgar Square. A torrential downpour and thunderstorm curtailed our

plans somewhat so we ducked into the shops of Regent Street, Carnaby Street and Oxford Street before heading back to the hotel for some much needed rest and recuperation. The Jumeirah Lowndes Hotel was the perfect respite.

Overall we had an amazing four days; the weather was glorious in the most part and even the trains ran on time. My children are already planning what we'll do on our next visit.

We stayed at the Jumeirah Lowndes Hotel, SW1X 9ES. Prices start from £239 per night in low season and £335 per night in high season, room only.

Full English breakfast is £30 per person.

For more information, visit [www.jumeirah.com/jlh](http://www.jumeirah.com/jlh) or follow them on Instagram (@jumeirahlh) or Facebook (Jumeirah Lowndes Hotel)

Entry to Madame Tussaud's starts from £29. For more information, visit [www.madametussauds.com](http://www.madametussauds.com).

Open Monday to Sunday 9am-4pm, except for Saturday

# THE HEIGHT OF COLLABORATION

A ladder business created during the 1940s by a survivor of two World Wars knows more than its fair share about risk, but it also understands the highs and lows of the business world and that collaboration always triumphs over conflict in the climb to the top.

Family-owned TB Davies, now one of the UK's premier specialists in 'working at height' systems has cleared more than a few commercial rungs in the four generations since Bryn Davies sold his first house in order to finance a peace time business venture as part of a promise to a wartime buddy.

Bryn, a veteran of the Great War and something of a business entrepreneur between the wars became a warrant officer during the Second World War where he met future managing director Colin Morgan, a young man concerned about life in 'Civvy Street'.

To reassure Colin, Bryn made him a promise that a job would be waiting when the war was over. As peace was declared in 1945, Bryn, then in his fifties, hocked his home to finance the fledgling business and keep his promise, and, as they say, the rest is history.

How the inspiration for ladders was born is shrouded in the mists of time. Perhaps it was Bryn's First World War experience of ladders used to climb out of the muddy trenches as the men went over the top, or maybe the business was hewn out of his name - Bryn is Welsh for 'hill', the very definition of working at height.

**TB DAVIES**  
The ladder specialists



The business website spells out the origins of the TB Davies philosophy: "Just as a ladder is more than metal and rungs, Bryn understood there was more to his company than just the product. It has been over 70 years now and TB Davies has had a lot of wonderful people help build what he started. Bryn would be proud to see how together that passion has built an epic past, a safer present and an exciting future."

Based in Cardiff Bay, part of the Welsh capital's very own regeneration story, TB Davies still combines traditional family values with a dedication to keeping colleagues, community and customers safe and productive, whether they are in the UK or overseas.

Innovation and bringing ideas to market in this highly-regulated market, is the firm foundation of the business along with education and the creation of an environment where working at height demands that it is as safe as standing on solid ground. But the business which markets and sells its products - ladders and platform systems - through distributors, DIY and building trade partners and online to the public via a growing relationship with Amazon, understands the importance of its logistics proposition, which is where partnership and collaboration show their true colours.

The products are not neat, square packages, but often large, elongated and of varied shapes and sizes, which means that consignment shipment requires a specialist and experienced touch. For the last five years TB Davies has worked with Alan R Jones

Transport, part of the Palletline network in Newport, a business that has a long-heritage in the South Wales steel industry which has been through its own vertical journey with a successful MBO during 2018.

"We call it ugly freight, because it involves awkward, often large platforms for working at height, and it's difficult to ship to the likes of the large DIY distribution centres (DCs) as well as Screwfix, Costco and Amazon," said Paul Walby, Purchasing and Transport Manager at TB Davies.

"We sell to the large businesses but also direct to customers whether they be DIY customers or small builders who need platforms to work at height. There is also a great variety of different products as much of our work involves research and development into the kinds of splayed and multi-functional systems that customers are looking for - there is a lot choice with more than 500 SKUs currently on offer.

"Partnership is therefore critical to us. We need to be able to work with a logistics supplier that understands the idiosyncrasies of the working at height market and the ability to satisfactorily deliver into DCs at a regional level," added Paul who has worked at TB Davies for 20 years. The relationship between TB Davies and Alan R Jones has grown organically and incrementally since 2014. Four years ago, 73 pallet loads were shipped during October, but the figure was almost doubled by October 2018.

Ray Clegg, managing director at Alan R Jones, said: "We are very fortunate

with TB Davies because there is a great relationship based upon trust and strong communication. There is no fuss or drama, despite the fact that we are working with a multitude of different shapes and sizes of consignment. Our heritage in transport for the steel industry had put us in a strong position to manage difficult loads within tight deadlines.

"As a customer, TB Davies has also been very supportive of our business especially during the recent MBO. Working with them has helped us in our own growth trajectory - sales are up more than 11 per cent - which is a strong indication of good collaboration."

Another TB Davies veteran, Francis Camiileri, who has recently clocked up 25 years with the business, added: "As an another family business we can understand the philosophy of Alan R Jones where communication is very important.

Francis, a business development manager, added: "A few years ago we stocked a handful of products but we now work with 20 times that number as the market has consolidated and product standards have changed along with the globalisation of our client base. We like the fact that Alan R Jones has kept pace with those changes and the fact that they are part of a strong network. The relationship continues to build, and I recognise their team is more like an extension of our own."

# 26 years of innovative, reliable distribution – we've got it covered!

Delivering to over 29 European countries from over 96 locations throughout the UK

**4** Million pallets per year

Damage rate less than **0.001%**

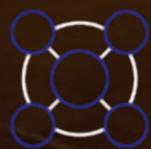
**96** Depots

**12,582** Staff

**6,177** Vehicles

Palletline Ltd is innovative, reliable, economical and sustainable, delivering industry leading services levels, reducing road miles and optimising load efficiency.

We have designed our services to meet the needs of our customers



Multi Hub Strategy  
Less miles – Less CO<sub>2</sub>  
Designed for the Environment

Glasgow • Manchester • Birmingham • Leicester • Coventry • Swindon • London

## Palletised Distribution in Operation - How does it all work?

Each member collects freight from their customers and identifies any freight for delivery outside of their local area. They then scan each pallet and trunk all of their network freight to one of our hubs. There each pallet is quality checked, scanned, unloaded and sorted into delivery areas.

Each member then collects pallet network freight which is for delivery in their local area - so effectively they simply exchange freight - and the pallets are scanned and quality checked again before leaving our site.

It all happens overnight. Simple yet very effective.

Freight is then taken back to the local delivery depot, scanned and checked then sorted into delivery areas, making sure that requests for timed deliveries or specific delivery needs are noted.

Deliveries are made, digital proof of deliveries uploaded and you, our customer, can see the delivery information online within moments.



**palletline**  
Delivering Network Advantage

\* COMPETITION TIME \*

# MISSED OPPORTUNITIES

In this issue of Line Magazine, we take a look at some of the world's biggest missed business opportunities ever!

You'd be surprised at just how many of the biggest inventions, ideas or even pop bands, were once seeking investment or support for themselves or their ideas.

We've detailed 10 of the biggest right here and this month's competition question relates to possibly the most profound missed fortune of them all.



## 1: The light bulb and the British Government

In 1873, Thomas Edison was trying to brighten our lives with a new invention, the light bulb.

A British Government committee said it was "okay for our transatlantic friends... but unworthy of the attention of practical or scientific men."

## 2: Digital camera and the Kodak

Poor Kodak: once the king of camera film, and then in came digital. It must be particularly galling given that it was their own invention. Back in 1975 one of Kodak's engineers, Steven Sasson, developed an early concept for the digital camera. He told his employers assuming they would be delighted. They weren't.

Kodak saw it as a threat to its main business of making traditional film, so it held the technology and hoped it would never see the light of day. Unfortunately, it did. They were slow to catch on to the rise of digital and only narrowly escaped bankruptcy. Digital should have made the company a fortune – instead it nearly killed it.

## 3: IBM and digital research

Bill Gates was close to missing his biggest opportunity. When IBM came to him for an operating system for its computers he pointed them instead to Digital Research, run by a man named Gary Kildall. Kildall was reported to want more than the flat fee of \$200,000 IBM was offering him, while Microsoft was prepared to license its operating system for \$50,000. The rest as they say is history.

## 4: Netflix and Blockbuster

It's not often that you meet the idea that will eventually kill off your business – even rarer then when it walks through your door looking for cash. In 2000 Blockbuster lead the home entertainment world and then along came Netflix, a struggling online mail order company in need of funds. Its CEO offered to sell up for \$50 million but was laughed out of the building. John Antioco, head of Blockbuster at the time, felt the offer was ludicrous.

We all know what happened next. Netflix got into streaming, people stopped renting DVDs. Blockbuster was slow to react and fell into decline. Today Netflix is valued at more than \$70 billion (£53bn). Blockbuster Video however is gone from our high streets.

## 5: Microsoft and Ross Perot

Ross Perot was a successful entrepreneur with a business called Electronic Data Systems. In 1979 he stumbled across a business that interested him, Microsoft. A young Bill Gates however didn't want to sell up but was willing to offer a majority shareholding for a snip at \$60 million. Perot thought it was far too much, but Gates stuck to his guns, and the opportunity was lost. Today Microsoft has an estimated value of \$81 billion.

## 6: Google and Excite

In 1999 Excite was one of the big players of the .com boom. Its rise was not to last however and came crashing down, but it might have avoided its fate had it bought a little relatively unknown start-up run by a couple of kids from Stanford called Google. CEO George Bell thought a \$1 million price tag was way too much and passed it over. Google, keen for a deal, reduced the price to \$750,000, but it was still a no. Google went on to conquer the world and Excite, well, in 2001, it filed for bankruptcy. In 2018 the Google brand is valued at around \$120 billion.

## 7: JK Rowling and Publishers

The Harry Potter franchise is now worth more than £10 billion, but JK Rowling struggled in the beginning to even get published. Eventually after approximately 15 publishers had said no, Bloomsbury decided to take the gamble. Now that was a magic decision.

## 8: The Home Computer and Hewlett-Packard

Way back in the 1970's Steve Wozniak was working for Hewlett-Packard. Whilst he was there he tried to get HP interested in a new personal computer he was building. They rejected the idea and said people would never use computers at home. Not deterred, he hooked up with his friend Steve Jobs and they went off into their garage and built it themselves. The result was Apple, and today Apple is valued at around \$950 billion.

## 9: Decca Records and The Beatles

Decca Records in its heyday was one of the biggest names in the record industry, so when a bunch of wannabe musicians from Liverpool turned up, Decca weren't impressed. They felt guitar bands had had their day so turned them down. Smaller label EMI did however sign them up and the Beatles went on to sell over 65 million records.

## 10: Telephone and Western Union

In 1876, Alexander Graham Bell had sent speech through a gadget he names the telephone. Pleased with his idea he wanted to commercialise it and tried to sell the patent to Western Union for a mere \$100,000, although a fortune in those days. Advising them he wanted to install telephones in every city in America, they responded by describing the device as "idiotic".

Put it this way, today there are even more mobile phone contracts in the world than there are people.



## THE BIG QUESTION: Apple & Atari

A chap called Nolan Bushnell from Atari was Steve Jobs' first boss when he used to design games at Atari. Naturally young Mr Jobs approached him for funds when he launched his new venture named Apple Computers. Steve Jobs offered Nolan Bushnell a third of his new company for \$50,000. Bushnell turned down Jobs' offer and hence missed the chance to join the ranks of the world's mega-rich.

### How much money could Nolan's potential could have netted him today?

Please email your answer to [linemagazine@palletline.com](mailto:linemagazine@palletline.com) and the winner will receive £150 in cash. The winner will be notified no later than 14th January 2019.

Please note: Terms and conditions will apply. The judges' decision is final. No correspondence will be entered into. The winners identity will be made available upon request.

In the next issue of Line Magazine we have a full house of features to include:

# BACK TO THE LAND

James Mountain tells Phoebe Seymour why he gave up a successful career in the music business to run a charity supplying organic produce.



Line Magazine interviews C S Ellis (Group) customer, The Bamboo Flooring Company

Established in 2004, the company supplies eco-friendly, hardwearing bamboo flooring and accessories across the UK from its main warehouse and showroom in Leicester.



### Centenary Milestone

We take a look through the past 100 years of the Bowker Group.



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