

## BROADCASTING TPN'S SUCCESS

**"Don't just ship it or despatch it...  
TPN that pallet!"**

That is the message of our new radio advertising campaign, aimed at building our brand and attracting more customers. The campaign hit 26 national and regional networks for two weeks in July and again for two weeks on 20 September. Two more weeks of radio slots are planned for November.

The radio campaign, backed up by advertisements in 29 provincial newspapers, points listeners to the TPN web site, where our complete range of services and details of local members can be easily accessed.

"We want TPN to be the first thing anyone thinks of if they need to move a pallet in Ireland," says Seamus McGowan, TPN's MD.

"The purpose of the campaign is to build awareness across the country of the strength of the TPN distribution service and to consolidate TPN's position as the number one carrier in

Ireland of palletised freight and parcel consignments."

It is too early to say how the €100,000 investment in the advertising campaign is paying off, but radio has been shown to work in the past. Seamus believes that the short, snappy radio ad is catching on.

"But," he adds, "member depots have to keep up the promotion through the use of TPN-liveried trucks. When people see the TPN logo, they will remember the advertisements they heard or saw. Then the message won't be lost on the listening public."



## QUALITY RULES, OK



QUALITY  
ISO 9001:2008  
NSAI Certified

TPN has retained its ISO 9001 accreditation after the original qualifying period expired in February. TPN is the only pallet network in Europe that can boast ISO 9001 for every member depot.

Accreditation runs for three years, during which time all depots are audited. The last audit covered seven depots: 102, 105, 113, 125, 128, 131 and 133.

"We were audited in early May," comments Barry Murtagh, an accountant at Quinn Transport, depot 131 covering Westmeath. "One inspector came to the site, along with someone from the TPN hub. They checked our vehicle details, such as haulage licence, tax and insurance and Certificate of Roadworthiness, and examined our procedures for off-loading, re-loading onto

smaller vehicles, scanning and so on. They also wanted to know how we dealt with any problems that occurred. Going through the audit certainly keeps us on our toes."

"Being audited, and then accredited, for ISO 9001, takes us one step further to the next level," agrees Michael Leech, general manager of Tand Holdings, depot 133 covering Leitrim South. "We're constantly trying to improve our service."

All the audited members are pleased to have achieved ISO 9001. "The inspectors were very thorough," says Ger Hyland of depot 113, Hyland Express, covering Laos, Offaly and North Tipperary. "Staff were very proud on the day when we were told there were no problems. Gaining ISO 9001 gives us the edge on our competitors."

"Our 27 employees do feel a sense of pride at having achieved the standard," agrees Barry. "And we have customers, particularly in pharmaceuticals, who ask us if we have it, as they need to prove that they and their suppliers are accredited."

# CUSTOMER PROFILE

## Glowing Reports Make RVR Red Hot

A supplier of heating products can't afford to let people down, especially in winter: if the boiler breaks down, people freeze. So when RVR Energy Technology began to grow its business, the weekly distribution service offered by its local haulier simply wasn't good enough.

"We began looking around five years ago," recalls Elaine McCarthy, head of logistics. "We had to provide a daily service. As K&L Deliveries is local to us, we decided to try them out on a small scale, giving them some of our deliveries. We found them obliging and reliable, so we gave them all our business."

RVR began as Pioneer Radiant in 1978 selling radiant heaters and then large air conditioning units, changing its name in 1994. Today the company, which employs 17 people, specialises in gas boilers and water heating equipment, including a growing number of solar heating products, although those original radiant heaters are still in demand. The latest product, the Toyota Aisin, is an MCHP which generates electricity and heating for commercial premises, offering a more efficient way of obtaining energy than buying it from the national grid.

"We sell to domestic and commercial customers, including hotels," explains Des Flynn, marketing manager. "Most sales are made through installers, such as plumbers. During Ireland's building boom, nearly three quarters of sales were made to domestic consumers, but today they are split 50/50 between



**RVR Equipment being installed.**

domestic and business customers. Most deliveries are made in Ireland, but a small percentage goes over to the UK."

While some products are made in Ireland, most are now imported from the US, the Far East and European countries such as Italy, Spain and Greece. "Groupage containers are shipped to Continental ports and then transhipped on shortsea container services into Dublin," Elaine explains. "Containers are collected by a Dublin haulier and stripped down into anywhere from four to 10 pallets per week, which the haulier drops at our 14,000 sq ft warehouse in Kenmore, Co. Kerry.

"K&L Deliveries collects from us on a daily basis. It's a great company to work with: their drivers are so helpful and are happy to wait if we're not ready. They're quick, too, and because they are in The Pallet Network, we can offer our customers a two-day service anywhere in Ireland."

Business has grown, partly thanks to K&L and TPN. "K&L used to collect just two pallets per day," Elaine adds. "Now it's more like 14!"

# MEMBERS' MEETINGS

## Networking Made Real

Membership of a national network brings huge benefits in terms of consolidating resources, sharing business and joint marketing, but it also presents challenges: email and telephone aren't the best way to deal with problems and trying to make sure everyone is driving down the same route can be difficult.

TPN's quarterly members' meetings - 22 of which have been held so far - offer an ideal way to meet other members, learn about network developments and put a face to the name of colleagues from the other side of the country. They also offer a forum for debating issues affecting every member.

Each meeting presents facts and figures on service performance and league tables, the glue that holds the network together and ensures it stays several steps ahead of competition. The last hour is open to the floor for discussion of any and all aspects of the business.

"The meetings are good because you get to know everyone you're dealing with in a relaxing situation," says Dave Deering, transport manager at depot 118, Deering Transport, which

# MEMBER PROFILE

## K&L Builds a Successful Future

What do you do when you're in a building trade hit by recession, with no work in sight? Some people might just give up, but if you're Gordon O'Keefe, you look for new opportunities - and those opportunities opened up in transport.

Gordon and his wife Breeda were feeling the effects of the slump in the early 1980s. "The building trade was in recession," Gordon recalls. "But I saw an opening delivering mainly small parcels in my local area of Kerry, and K&L (for Kerry and Limerick) Deliveries was born.

"We grew from parcels to pallets," he continues. "First we moved part loads, then full loads. Although we worked across a number of industries, a lot of our customers were in the IT sector, and when they all left the south west in 2000, we had to diversify, so we concentrated on growing our groupage business.

"We were still only covering the south west - Cork, Kerry and Limerick - and Dublin, though, and when customers started asking us to deliver to other parts of Ireland, we recognised the need to provide a 32-county delivery service. We joined TPN in 2008, becoming depot 127 covering Kerry."

After starting with just a couple of vans, today K&L runs 35 vehicles: six artics, 20 rigids, three 7.5 tonne trucks, two 10 tonners and four small vans. Warehouse facilities have grown, too, from 10,000 sq ft 20 years ago to 63,000 sq ft, split into

two - one of 45,000 sq ft and a smaller one, added five years ago, of 18,000 sq ft - on the same site in Millstreet, Cork.

An initial 40 pallets a night put through TPN has now doubled, and K&L's customer base mushroomed to over 1,000 companies. K&L sees five per cent of its pallets going to the UK - which K&L could not serve at all before joining TPN.

"Being in TPN has been fantastic," says Gordon. "We have attracted new business because we can offer a full service. And we're delighted with the service we get from other members, all of whom work as a team, as well as individual companies."

K&L, which now has 42 staff, including Gordon and Breeda, has won a number of awards recognising its emphasis on quality, including the IRHA's Operator of the Year award in 2009.

"Quality is very important," insists Gordon. "We have been an ISO certified company since 1994 and we are the first transport company in Ireland to gain the Excellence Through People accreditation."

K and L represented Ireland at the 2010 European Transport Company of the Year competition held in Brussels in February and they finished in a very creditable 7th position overall.



**K&L's warehouse and fleet**

covers Kildare and West Wicklow. "It's also good to share ideas with other depots."

MCD Transport's sales manager, Brian O'Keefe, believes more time should be spent on discussing members' issues. "The hour at the end of the day is always set aside for open discussion, but because all the other sessions always run overtime, that hour shrinks to no more than 10 minutes. Every depot has issues that need to be aired."

"Less time should be spent on rewards and more time on open discussion," agrees Brian O'Reilly, MD at Breffni Couriers. "But the most important thing about these meetings is the chance to meet other members. It always brings about change and a greater understanding in how the network and the depots work."

"I think there should be just two meetings per year, not four, and they should be compulsory" says Darren Connelly, transport manager at Liam Connelly Transport. "With four a year, not everyone attends all the meetings, which means some of the important things don't get discussed."



**TPN meeting with guest speaker, Pierce Flannery**

Unfortunately, not everyone who has something they want to say asks for it to be put on the agenda. "If people tell me they want something on the agenda, we'll make sure it gets covered," points out Seamus McGowan, MD at TPN.

Which means, as normal, you get what you pay for: those who put more into the event will get more out of it. Look out for the next members' meeting in November.

# UK MEMBER PROFILE

## Gardner Plants the Seeds of Success

Harold Gardner has always loved lorries, so when he and his wife Fay decided to start a business in their home town of Plymouth, Devon, in 1963, it couldn't really be anything other than distribution. And when their son Kevin left the merchant navy in 1978, he took the logical step of joining the family firm, helping Gardner Distribution grow from one lorry to 35 and from just a few employees to a staff of 57.

"In the early days, we dealt with a lot of agricultural products and construction companies, which are the traditional industries of Britain's West Country, just as they are in Ireland" explains Kevin. "But when Spain joined the EU, and Gardner Distribution having Brittany Ferries' overnight ferry to Santander on our doorstep, we became European.

"Our European service attracted new types of business - companies like Toshiba, English China Clay, Nissan and Honda. We offered full and part load and groupage services."

But by 2004, with the influx of Eastern European drivers entering the EU market, full load business became more competitive and less attractive. "We were approached by TPN to join their network, and took advantage of the opportunity," Kevin comments.

"Now pallets are our primary source of revenue. We have grown from handling 350 or 400 pallets per week to shifting 1800 units from our 35,000 sq ft warehouse.



**Gardner Distribution truck with TPN UK livery**

"And the association with TPN Ireland brought us more opportunity. We had previously received requests to serve Ireland, but it wasn't really viable until we joined TPN. We have now developed our Irish service, currently putting over 100 pallets per week through the TPN UK hub and delivering more direct to Blanchardstown at the request of UK clients.

"Both the UK and Irish hub are very efficient. We have the ability to reach the decision makers in both countries, and those in authority have a willingness to sort out problems and provide solutions. We meet up regularly with UK members and hope to attend the TPN Ireland awards dinner, so we can make contact with our Irish colleagues, too."

Gardner still keeps four artics for European haulage, but that part of the business has shrunk. There is enough demand from TPN UK and Ireland to keep the fleet, made up of another seven artics and 26, 18, 14 and 7.5 tonners, on the road full time. In fact, two new Volvo 18 tonne trucks were purchased this year - which just shows how the seeds planted by Harold and Fay over 40 years ago have blossomed into a thriving distribution business any Gardner would be proud of.

## New Member

TPN is delighted to announce that the network has a new member for the East Cork and South Tipperary region.

Cappoquin Transport will commence as the TPN member starting on October 1st. Thomas Kiely is the principal and he believes that joining the TPN Network will help him to expand his range of services. Cappoquin Transport has a modern fleet of 10 trucks and vans, employs 14 people and is an established player in the region since 2002. We wish to thank Pat Moore who was our member in this area for his contribution to TPN and we wish him the best of luck in his future business.



**Part of the Cappoquin fleet outside their depot**



When the Government introduced the Biofuel Obligation under the Energy (Biofuel Obligation and Miscellaneous Provisions) Act 2010, which came into force on 1 July, hauliers throughout Ireland were cursing what they saw as yet another burden on a suffering industry. But how does the Act actually affect logistics companies? Must hauliers - and should hauliers - be using biofuel? How do we get it? And how much does it cost?

In truth, the Act, which responds to EU requirements for renewable energy in transport, requires fuel suppliers to include a certain amount of biofuel in their fuel mix in a given year, the Government target being 4%, rising to 10% by 2020. The fuel we buy for our vehicles already contains some biofuel.

According to the Department of Communications, Energy & Natural Resources, diesel sold in Europe can include up to seven percent biofuel without the need for any alterations to the vehicle, engine or fuel systems.

However, everything comes with a price, and under the Biofuel Obligation Scheme, hauliers are charged one or two percent additional tax for every litre of fuel purchased. And that's not all: if a greater use of biofuel became compulsory, vehicles would need to be converted to run on the new fuel - at a cost of €5,000 per truck.

Availability of biofuel is another issue. "We at Independent Express Cargo have been trying to get a guaranteed supply of bio blend for two years," says Owen Cook, chairman of IE and TPN. "There is not enough available in the market."

### **A field of rapeseed...home grown motor fuel**

Vincent Caulfield, president of the Irish Road Haulage Association, agrees. "We feel biofuel should be supported," he says, "but several things need to be done to achieve this. Farmers need incentives to grow rape; small producers need incentives to set up systems to create and supply the biofuel; hauliers need incentives to install conversion kits, which people are reluctant to do because they are worried about supply: at the moment, you cannot drive up to a petrol station and fill up with biofuel."

Cook points out, however, that there is not enough available land in Ireland to produce a significant volume of biofuel. "Why can our government not release the trapped potential we have here as a nation?," he asks.

There are some small producers in Ireland - in Cork and Wexford, for example - but the government hasn't done much to support them. "The government received 100 applications from people wanting to produce biofuel," Caulfield points out, "but only chose 16 - and most of these did not end up going into the biofuel business. The government should make a commitment to biofuel by removing the licence from companies who are not using it and providing incentives for those who want to get up and running."

Fears of running out of fuel are unfounded, though, as lorries that have been converted end up with two tanks, one for biofuel and one for diesel. If the vehicle runs out of biofuel mid-journey, the kit automatically switches to diesel.

Biofuel does have to be competitively priced to make it viable, but the government's self-interest may destroy any chance of buying biofuel for less than we pay for diesel. "The government will not give up the high excise it currently earns from mineral diesel," believes Cook.

"It is time our government stopped playing games and allowed the biofuel industry to develop, so we can reduce our fuel import bill. Over 75 TPN articulated trucks visit the hub every night," he adds. "All of these could be fuelled from our bio-diesel tanks, making it available to transport companies located in remote areas which could not obtain local supply."

# SNIPPETS



The third TPN annual awards will be taking place in early October. Full coverage of the event will feature in the next edition. The venue is the Johnstown House hotel in Enfield and we welcome many UK TPN members who are making the trip this year to join us for the celebration.

Congratulations to Gavin and Adele on the birth of their baby Jack who weighed in a very respectable 8 lbs on the 30th May last. Gavin Mc Nulty is the principal of Donegal Groupage Depot 134 covering Donegal. Donegal Groupage based in St Johnston near Letterkenny has been flying the flag for TPN since July 2009 and gives TPN a real edge with the service they provide in the North West.

Congratulations to member depots 123 Failte Couriers and 103 Tuckmill Transport for reaching the finals of Fleet Magazine's freight awards. Failte, which covers Dublin South East has been shortlisted for the National Haulier Of The Year Award, while Tuckmill, which serves Wexford

and south Wicklow, is in the running for its region's Haulier of the Year. Good luck to both depots, which will find out if they've won at Fleet's awards dinner in October.



## Emmett Egan RIP

Emmett was the transport manager for Tony Quinn Transport the TPN member for Westmeath Longford and South Roscommon. He worked with Tony Quinn for 30 years and was one of the most able transport managers in the midlands.

Sincere condolences to Emmett's family and friends and his colleagues in Tony Quinn Transport on their great loss.

Presented by your local TPN member.

# TPN TELLS ALL

## A Few of My Favourite Things



Welcome to the first-ever TPN Tells All, in which someone at a member depot will reveal their innermost secrets. After all, we do have a life outside TPN! In this issue we talk to Nigel Glynn, Transport Manager at Tuckmill Transport, depot 103 covering Wexford and South Wicklow.

So, Nigel, what is your favourite...

... **food?** Turkey and ham

... **film?** Braveheart

... **music?** Queen

... **TV programme?** Lie To Me

... **holiday destination?** Bayern Bay, Australia

... **place in Ireland?** Achill Island - for the peace: mobile phones don't work on part of the island!

... **hobby?** Steam engines. We own the oldest Ransomes, Simms & Jefferers engine in the world. It dates from 1897 and we travel around England and Ireland in the summer, displaying it at different festivals and fetes.

... **sport?** Rugby. I hope to make the 2011 world cup in New Zealand; we have friends we met when touring our steam engine who we can stay with.

and, finally, **TPN member?** Hearty Distribution, Depot 125



**TPN** - The Pallet Network is Ireland's leading distributor of palletised goods.

**TPN** - is the only network in Ireland and the UK where all its member depots are ISO9001 accredited.

**TPN** - The High Quality Low Cost Network

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