

Delamode



Delamode is a dynamic logistics and freight forwarding company, providing award winning supply chain solutions on a national and international scale. With over 25 years' experience, Delamode has

become widely renowned for delivering high quality road transport (groupage, full & part loads) services between the UK and Europe, as well as offering intercontinental supply chain solutions and specialist e-fulfilment services.

Delamode's fulfilment services, which are operated from a large facility in Essex, range from standard pick and pack accounts, through to complex and fully integrated e-commerce fulfilment operations.

The Business Problem

Delamode's warehouse facility was built in 2006 and was originally installed with high bay pallet racking. In 2007, Delamode appointed Acorn Warehouse Solutions to fit out the 84,000 sq ft warehouse including an installation of 7000 locations of pallet racking and a mezzanine over the loading docks to gain valuable space. A two tier mezzanine of 2000 m² (20,000 ft²) was installed in 2008.

The company continued to grow their range of services and diversified into the b2b fulfilment and e-fulfilment sectors. Due to their success in these areas the company commissioned Acorn to build bespoke mezzanine fulfilment floors to satisfy new and existing customer demands. As a result, sections of the high bay pallet racking were removed leaving a floor area on which installation of tiered mezzanine floor areas was needed.

Acorn Warehouse Solutions

As a company with exacting demands, Delamode needed to find a warehouse solutions provider that would:

- Understand their evolving needs
- Provide detailed drawings and potential layout design solutions, and
- Optimise the space available.

The Requirement

Providing a fulfilment service requires highly efficient processes and fulfilment areas to ensure that products can be picked and distributed to the end customer quickly.

It is vital that the fulfilment areas and shelving layouts are designed in such a way to optimise these processes, and where necessary, mezzanine floors are an ideal solution.

Subsequently, Delamode invited 3 companies to tender and requested detailed layout drawings for mezzanine flooring and product shelving.

In addition to the most efficiently presented solution, two other critical factors were used to evaluate the proposals; timing and cost. Acorn's proposal included a drawing and layout design proposal to solve the problem; they were also competitively priced and able to respond to the tight timescales.

The Solution

Having reviewed all three quotations, Delamode awarded the contract to AWS based on their presentation of the most appropriate solution, for the right price and with the ability to deliver the installation on time.

Delamode have now had a collaborative relationship with AWS for over seven years.

When installing the new mezzanine flooring and shelving solution, Acorn's Project Manager and Project Team worked closely with the Delamode warehouse team. The Project Manager maintained a high level of communication with the Warehouse Team giving regular updates on progress, discussing problems (and offering solutions) as well as taking all aspects of health and safety into consideration.



AWS understood that Delamode still had a business to run while the warehouse was being redeveloped. Working together, Acorn built the solution around the Delamode warehouse team, who were able to move freight around the warehouse in a planned manner while the work was going on. This meant the solution was implemented on time and on cost, and Delamode were able to maintain business as usual.

AWS provided a turnkey solution including lighting, smoke detection and a 2-tier shelving system on the ground floor. They also dealt with the Building Regulations and CDM to include Risk Assessments and Method Statements.

An integrated solution as the business expands was needed and now between the two units a total of 8500 m² (90,000 ft²) of mezzanine has been installed, together with an excess of 7,000 pallet locations. The mezzanines have effectively doubled the floor space.

Deputy Managing Director for Delamode Mark Wraight has worked with Acorn Warehouse Solutions for a number of years now and has always been impressed with the high level of workmanship, flexibility, care and attention demonstrated by Acorn's team, led by Managing Director Kevin Fouhy.

“Acorn bring the personal touch and work hard to build a lasting relationship by being experts in their field while understanding the changing needs of our business. They understand our need to have continuation of business coupled with quality workmanship and cleanliness which is important to us and expected in the fashion industry. When pressure is applied on Acorn with any project changes during the building phase, they respond with practical solutions meeting our expectations and deliver excellent customer care.”

Mark Wraight | Delamode

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