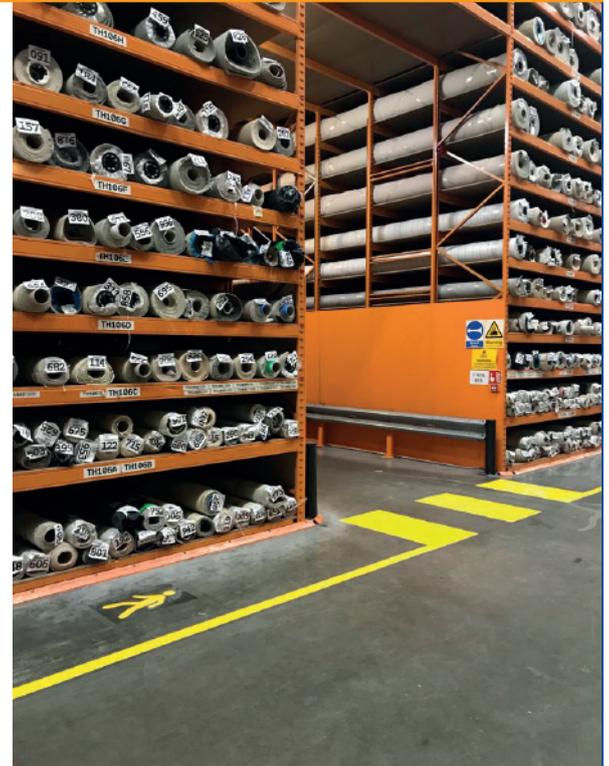
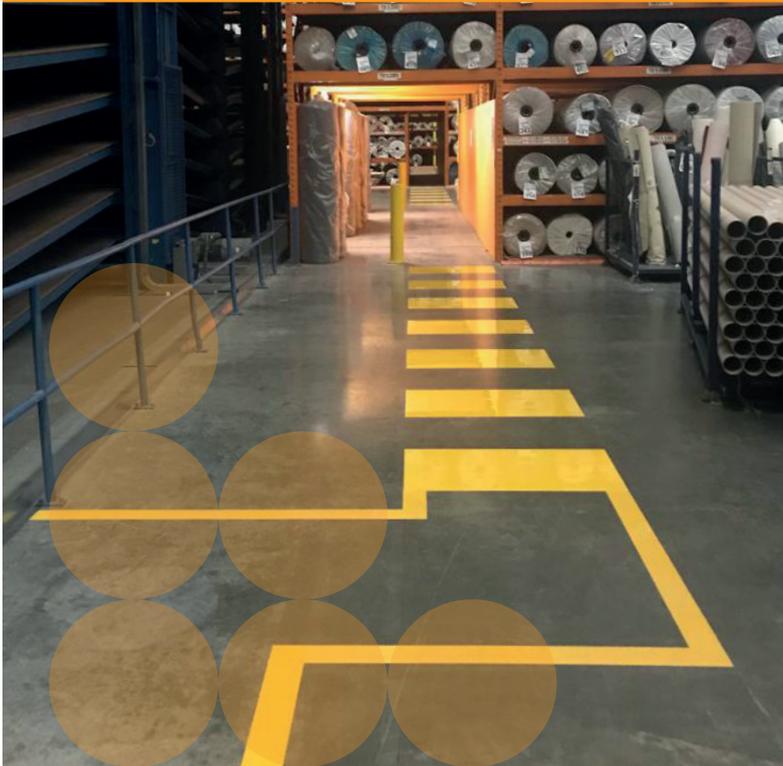


Case Study | Headlam



Durable line marking solution improves warehouse safety for carpet distributor Headlam

Background

Headlam is a major carpets and floorcoverings business with a nationwide network of distribution centres and trade counters. With a 300,000 sq. ft head office in Coleshill, the company has a further 16 DCs spread across the UK from Plymouth to Scotland. The FTSE-listed business has enjoyed a busy time of late due to the booming housing market, which was incentivised by the stamp duty holiday announced by the Chancellor.

Challenge

The company, which employs around 2,000 people in the UK - the bulk of them in the warehouses, is continuing to expand and plans to double the size of its trade counter network. The company currently has 66 sites around the country, consisting of DCs and trade counters and it plans to increase this to 120.

The DCs, which range in size from 60,000 sq. ft to the 300,000 sq. ft head office, stock carpet and floorcoverings, laminate and fittings and adhesives. These are supplied to the trade although it also works with some leading carpet retailers.

The booming demand meant the company's warehouses were having to operate at peak capacity to fulfil orders. With warehouses busier than normal, the need to ensure the safety of both stock and personnel, while maintaining optimal efficiency was paramount.



“I’ve been in the business for 30 years and in that time the ASG Services’ line marking is one of the best products I have seen and the process of working with ASG could not have been easier. They installed the line marking during one of the busiest periods in the company’s history with minimal disruption. The guys were a pleasure to work with and made the whole process very easy.”

Leigh Holdsworth | National Health and Safety Manager - Headlam

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Solution

Leigh Holdsworth, National Health and Safety Manager, Headlam has been with the business for four years and has 30 years’ experience in the distribution industry. He has helped implement improvements in the safety of the warehouses as part of a £1m investment by Headlam.

A portion of the investment was set aside for the installation of new line marking within the 17 distribution centres. Casting the net for firms capable of completing a nationwide installation, he spoke to ASG Services because of his desire to see the safe segregation of warehouse employees from material handling equipment.

Russell Bôbin, UK Sales Manager, ASG Services said: “They needed a durable solution because of the heavy-duty equipment used in their warehouses. I explained to them that diamond shaving was the best solution as it lasts up to four times longer than conventional line marking. Whilst a more expensive solution, the return on investment is achieved much quicker due to the durability of the product.”

Outcome

Completing a nationwide fit-out such as this required ASG Services to implement a specialist team to fulfil the work. It committed two teams of two people so that the installation work could be completed in half the time a single team would take, thereby minimising any disruption to the customer.

Luke McDermott, Project Manager, ASG Services said: “The whole project, for all 17 sites took around six months to complete and in addition to the diamond shaving, we also completed shot blasted walkways and zebra crossings. We carried out much of the work over the weekends, even working through the night on several occasions to make sure the warehouses were fully functional on Monday morning.”



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