

# SHAW OPENS NEW Queensland DC

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A new distribution centre (DC) for Shaw looks set to significantly enhance the company's activities in the Queensland market.

Located in Loganholme on the Gold Coast-Brisbane corridor, the centre, which opened mid-April, is ideally located to service Shaw's growing Queensland market.

Centre manager Brian Sellars is new to Shaw and brings with him 30 years' experience in logistics, providing solid expertise in making the centre operational.

"Managing the stock levels will be crucial to the success of the QLD DC. I'll set minimum stock levels, and constantly review to ensure that we can turn round an order the same working day," says Sellars.

Shaw's Queensland customers will continue to place with its Customer Support team in Sydney, headed up by Melanie

Barton, who comments: "Sydney remains the hub for placing orders and customer enquiries, however despite the geographical distance, Brian is very much part of the team, and we will be in constant contact to ensure orders are dispatched accurately and on time."

The new Queensland centre means delivery times will be significantly shortened. For orders received by 11 am, Shaw will deliver next day for Brisbane and the Gold Coast, and within 2-3 days to outlying regions such as far north Queensland. This includes full rolls and cut lengths.

While the premises were not purpose-built for Shaw, their size and dimensions indicate otherwise. The centre comprises 1,200 square metres of clear floor space that will allow easy access for storage and picking/packing.

Sellars confirms that the near future will also see the integration of Shaw's Materials Planning System (MRP) system, Pronto, directly linked to its Despatch System at the centre, so that once an order is selected, packed and logged into the system it will generate the consignment note directly. It will then advise the customer via Advance Shipping Notification of their order and allow them to track their deliveries online via the transport company's portal.

Through its integrated MRP, Freight System and Dynamic Storage, Shaw has been able to increase efficiencies by 20 per cent in the last 12 months.

For more than 12 months now, Shaw has also been trialling a dynamic storage system via the use of purpose built stillages to store and ship product. The system has allowed Shaw to manage batches and maintain

stock integrity both in storage and in transit, so much so that it has seen a 40 per cent reduction in goods being damaged in-house as well as goods damaged in transit.

David Morris, Shaw's state manager for Queensland, commented:

"I am really excited about the new distribution centre. It will take our level of service in Queensland up a notch. Reduced delivery times will make a big difference to my customers, particularly in the more remote country areas, and for local customers there will be the option to pick up their orders, helping out with urgent jobs, and of course avoiding delivery fees."

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