

Retail Distribution Case Study



Lidl UK RDC



HISTORY

When Lidl UK built a new Regional Distribution Centre in 2014, Union Industries' market leading Eiger Door was specified for all Freezer applications, with lower cost high speed doors from a different supplier being used for the openings between ambient and chilled areas around the site.

THE PROBLEM

Fast forward 18 months and the non-Union Doors were suffering. Frequent breakdowns were causing significant issues with the operation of the DC, with the resultant high price of replacement parts and lengthy repair delays sending costs spiralling. Something needed to change.

THE UNION SOLUTION

Union Industries replaced the problematic doors with a mix of Bulldoor and Ramdoor models from their range. The robust construction of the doors, including Union's famous 'Crash-Out' system, meant the new doors were far more resilient to day-to-day impacts by forklift and ride-on pallet trucks. In addition, Union's ability to deliver exceptional after-sales service, as part of its unique 'Lifetime Warranty' scheme, reduced ongoing costs to virtually zero with minimal down time.

RESULTS

The repair and maintenance work associated with "low cost doors" on this site took the ownership cost far in excess of the original Union quotation - the customer was spending

an average of £35,000 per door, per year. The upgrade to Union Doors paid for itself in just over 6 months.



TECHNICAL SUPPORT

Union Industries provides a dedicated help desk staffed by experienced engineers who are always on hand to provide customer support. In addition, Union run an out of hours service to support their 24/7 customers, such as Lidl UK.



Union Industries' Doors operate reliably, with a fraction of the downtime compared to the previous units they replaced. But don't take our word for it, here's what the customer says...



Stacy Copley, Head of Logistics for Lidl UK in Northfleet, said:

"Having reliable rapid rise doors between our temperature controlled rooms is important, however, having even better after-sales service support is our main priority as it ensures a fast response time on any repairs required that could affect our cold chain".

"We previously had to pay for regular call-outs, repairs, parts and maintenance of the doors we used, but since we invested in Union's high quality doors with their brilliant warranty scheme, these problems have gone away."

So the motto of the story is...

"The bitterness of poor quality remains long after the sweetness of low price is forgotten"

Benjamin Franklin, 1706–1790.



Union Industries
— An Employee
Owned Company



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