

The strongest link

Logistics professionals from all over the country visited Logistics Link 2004 in February to see the latest offerings that can help improve their supply chains. And exhibitors were agreed that the high calibre of attending companies was impressive, providing them "with the perfect mix of target audience".



"We've had some excellent enquiries, and we're very pleased so far. It [the exhibition] has been very lucrative for us."

Chris Minty, Still Materials Handling.

"We've had lots of good leads. The show has been very good for networking not just with visitors, but with other exhibitors too."

Richard Hiron, Lincpac Storage Systems



"It's been terrific. We've had some very good quality enquiries from very good quality people, and from companies with 500-plus people."

Trevor Griffiths, Ansom Moore.

"We've done phenomenally well. I'm amazed at the amount of interest, and the quality, especially as we only launched on Friday."

Roger Ferguson, Pallnet.

"A lot of people know who they want to see, so if you're not here then you've missed an opportunity. We've had a really good level of enquiries. The people who are here have got serious budgets, and are interested in our products."

Mike Kason, Interchain.





"The quality of the leads was fantastic. While other exhibitions may have higher visitor numbers, Logistics Link provided the perfect mix of target audience and numbers for us to not waste any time in following up enquiries."

Kevin Terrill, Fargo Systems.

"Very impressed. We're really pleased with the quality of response, which has been fantastic. The leads, including one from Fortnum & Mason, are certainly going to keep me busy for a few weeks."

Simon Curran, PostSafe.

"This show is very nice. People who come here know what they want."

Colin Mark, Knapp UK.

LOGISTICS LINK 2004 proved to be yet another winner, for the third year, running with more than 1,600 logistics professionals having converged on Sandown Park, Esher, Surrey, to see the latest technologies and service provision designed to drive down costs and boost operational efficiency within the supply chain. Some 1,602 logistics and supply chain professionals from all over the UK, and even from overseas, attended Logistics Link 2004 which took place on February 3 and 4.

The high attendance level proved, for the third consecutive year, that many logistics professionals remain as keen as ever to investigate the innovative opportunities available – confirmation that Logistics Link's diverse exhibitor base, creating a one-stop shop, is key to the exhibition's continuing success.

Many of Britain's senior decision makers, in sectors as diverse as food and drinks, automotive, aviation, distribution, retail, government organisations, utilities and chemicals and pharmaceuticals, had plenty to look at as more than 100 leading suppliers exhibited some of the very latest thinking designed to add value and offer a competitive edge to today's complex and ever evolving supply chain operations.

And there was no end of supply chain goodies for those decision makers to digest, including supply chain planning and execution software, industrial property, contract distribution, logistics automation, materials handling, packaging and wireless technology.

Soft touch

No supply chain could function effectively and efficiently without the use of the latest IT technology, and visitors to Logistics Link 2004 were met with an extensive array of systems designed to optimise and streamline operations.

Interchain says it was "constantly busy" with visitors showing great interest in its collaborative Chainware solution which, for the first time, is available through a mobile phone. The company also announced at the show that it had signed a major deal – said to be worth more than £1M – which had resulted from an introduction made at Logistics Link 2003.

Visitors to LIS' stand were treated to a variety of products including the company's Dispatcher-WWS warehouse management system; VirtualView, which enables businesses to master the extended supply chain; and AcitivityBilling, which integrates with other supply chains for process costing and analysis.

The centrepiece of Proteus Software's stand was its warehouse management system, offering a robust, high performance method to integrate with existing ERP, inventory or order management systems. The company says Logistics Link generated more than 60 enquiries, with a high number of viable opportunities. Managing director David Gray explains: "Our stand was constantly busy, with delegates queuing to talk to us. We are very encouraged by the high number of enquiries regarding our software, in particular our paperless warehouse management system. We are impressed by the quality of attending companies, and the high calibre of delegates."

Online Duty & Logistics, part of LIS, profiled several of its supply chain execution systems including a "market-leading" suite of products for bonded warehousing. The company's business development consultant, Nick Love, comments: "The quality of leads has been very good. There have been more medium-sized companies here than the big boys but we've got ten to 15 good leads."

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Opposite page L-R: Sandown Park provides the ideal venue for Logistics Link 2004 and Palletline made quite an entrance. Mandata's David Williams demonstrates the company's latest offering while Imaje, making its Logistics Link debut, displayed a variety of coding and tracking solutions. Above L-R: SSI Schaefer highlighted a range of systems for integrated handling and storage. Proteus' David Gray explains the ins and outs of its warehouse management systems to exhibition visitors.

Hard choices

In addition to industry-focused software provision, the exhibition gave visitors a vital opportunity to assess some of the latest thinking in hardware and specialist technology for the supply chain.

LXE revealed the newest member to its family of Windows-based wireless computers, the MX6 handheld computer, which is designed to be the "perfect handheld computer" for a broad range of data collection applications in the warehouse and distribution centre. It operates on the Windows Pocket PC 2002 operating system with a powerful, battery-saving Intel Xscale PXA255 processor.

And LXE was also pleased with the quality of visitors to its stand. Lisa Bowen, marketing executive, says: "The key is real – real projects, real prospects, real business. We're really pleased. We've been getting logistics directors, managing directors, operations people and IT managers, the people we are targeting."

Psion Texlogix demonstrated its range of mobile computing and wireless data collection products including the NETBOOK PRO handheld computer while Belgravium highlighted its radio frequency data communications and batch data capture systems.

Industrial print solutions for logistics operations were well represented at Logistics Link 2004 with class-leading technology from Imaje, Computype, ASG Services and Lighthouse on display and generating a high degree of interest. Imaje's Karen Gibson comments: "We were very happy with the calibre of visitors to the show. We not only recorded a high number of sales leads, but sales leads that were of a very high quality. It was not only a good exhibition for speaking face to face with potential customers, but also a great promotional and awareness activity for Imaje as well."

i2 Mobile Solutions highlighted its Pendulum software which enables non-programmers to create

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CONNECTING LOGISTICS LEADERS

sophisticated, tailor-made mobile applications for pocket PC devices, "mobilising" a raft of mission-critical business processes.

T@lecom, meanwhile, featured its Runsheet and Express communications solutions. Jan O' Hara, chief executive officer at T@lecom, says: "We had some very interesting people come to our stand, and some very interesting leads. There was a lot of interest in our track and trace systems and we must have got about 40 leads. One person wanted to buy 1,000 XDAs there and then."

Lifting success

There is no question that supply chains could not function efficiently without the traditional workhorses – the forklift trucks, pickers and other materials handling equipment. And there was a wide variety for those logistics professionals attending Logistics Link 2004 to see, with the materials handling equipment sector well represented by the likes of Jungheinrich, Linde, Narrow Aisle, Nexen, JCB Compact Products and Still.

Logistics Link 2004 was the venue selected by Jungheinrich for the first UK public showing of its new Series 2 range of electric reach trucks, which offers user benefits in terms of performance, ergonomics and safety.

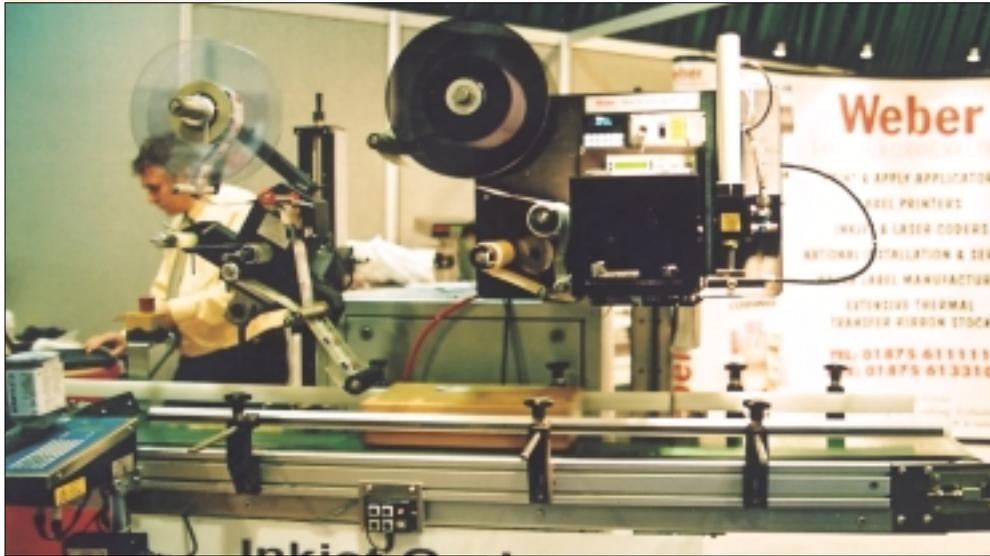
Another debut at Sandown Park was made by Nexen, which enjoyed interest in not just its range

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Simon Bolton, Arca Systems.

"Our stand was constantly busy, with delegates queuing to talk to us. We are very encouraged by the high number of enquiries regarding our software, in particular our paperless warehouse management system. We are impressed by the quality of attending companies, and the high calibre of delegates."

► **David Gray, Proteus Software.**



Above L-R: visitors to Weber Marking Systems' stand had a selection of coding solutions and equipment to look at, while Dalmecc showed the proper way to lift using its Manipulators. Opposite page L-R: Still launched several new models at Logistics Link 2004 including a new low level order picker. Belgravium featured a range of RF data communications equipment.

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Karen Gibson, Imaje.

"We've had some very good quality leads from quality companies such as Kellogg's. We've had about 25 to 30 reasonable leads and we will pass these onto our membership to deal with."

Trevor Mudd, PalletFORCE.

of lift trucks but a new tyre. David Southgate, Nexen's UK marketing manager, explains: "We've been very busy. We're raising brand awareness and have had a lot of interest in the new tyre [Airtrac] that we've got." The Airtrac is a tough, durable product designed to combat all types of tyre wear and failure. Nexen has been trialling the Airtrac for a year, and has just started marketing the product, adds Southgate.

Linde featured examples of its product range. "We've had a pretty good show and have sold 20 hand pallet pump trucks. We've had some good quality enquiries, so we're pleased," says John Maguire, director at Linde Material Handling (UK). Chris Minty, general manager - national accounts and projects at rival Still, agrees: "We've had some excellent enquiries, and we're very pleased so far. It [the exhibition] has been very lucrative for us."

Automating logistics

Those looking for the latest in flexible, user-friendly and cost-effective warehouse automation technology were not disappointed. Logistics Link 2004 saw Europe's leading automation and systems integration specialists out in force, demonstrating an unrivalled choice of cutting edge design, project management, implementation and maintenance services for product storage, retrieval and transfer.

Savoye used the exhibition to highlight its PAC 600 automated carton pick and security seal system as well as the Magmatic and AS/RS pallet handling systems for prompt pick face replenishment. Rival SSI Schaefer outlined its one-stop solutions ranging

from a simple bay of racking or shelving to fully integrated automated high bay warehousing, and high-speed automated order picking systems. The products include the new generation KDR carton live storage system as well as the very latest multi-trip storage and transit containers.

Knapp UK took the opportunity at Logistics Link 2004 to promote some of its projects covering integrated logistics automation.

Storing success

Storage and handling within warehousing and distribution environments were well covered at Logistics Link 2004, with a host of solutions for materials handling, racking and packaging on display.

A wide variety of racking and shelving systems were displayed by Linpac Storage Systems including its Apex and Linvar brands. The company's Richard Hirons was pleased with the outcome of exhibiting at Logistics Link: "We've had lots of good leads. The show has been very good for networking not just with visitors, but with other exhibitors too."

Simon Bolton, area sales manager at Arca Systems, was also pleased with the Logistics Link experience, saying: "It's been very good. The quality of visitors has been very good, and we have achieved what we wanted to from the show. We received some interesting projects too. We've enjoyed it."

Arca exhibited a wide range of products designed for bulk storage and distribution. The display centred on Arca's Magnum, a foldable pallet container.

On the packaging front, PostSafe demonstrated self-seal polythene envelopes and sacks as well as its new Supertuff sack and trolley, a single use sack that fits on all standard sack holders. Simon Curran, of PostSafe, was "very impressed" by the response his company received at the show. "We're really pleased with the quality of response, which has been fantastic. The leads, including one from Fortnum & Mason, are certainly going to keep me busy for a few weeks," he says.



Fleet solutions

Logistics software at the exhibition was complemented by the presence of some of the leading suppliers of information technology products for distribution fleet management. Given the growing environment and congestion-related pressures on fleet operators, telematics, routing and management software and systems continue to be a key differentiator in the race to meet customer demand.

The centrepiece on Mandata's stand was its new Application Service Provider (ASP) for Manpack 3, which provides the Windows-based traffic management system with full remote access via a secure Internet link while retaining its ability to integrate seamlessly with warehouse, tracking and finance packages. ASP has enabled Mandata to create a secure environment, allowing Manpack 3 as well as its warehousing suite and other third-party applications to run over the Web.

VSc Solutions took the opportunity of launching new division VSc Mobile Solutions at the exhibition. The division integrates supply chain fulfilment with in-vehicle telematics monitoring as well as routing and scheduling systems. The company says it is the first to provide "that last mile of visibility" so that upstream despatch and stock control systems are automatically updated with delivery events as they happen, improving distribution efficiency, planning and customer service.

Fargo Systems showed off its latest TOPS transport management system which, recognising the growing importance of hub and spoke pallet networks, focuses on this rapidly emerging business model. One feature of TOPS is a dedicated pallet job entry wizard together with a facility to split the job down

into several distinct trunks. The company's Kevin Terrill was pleased with the exhibition, saying: "The quality of the leads was fantastic. While other exhibitions may have higher visitor numbers, Logistics Link provided the perfect mix of target audience and numbers for us to not waste any time in following up enquiries."

Transport industry computer program specialist Vigo Software featured a selection of programs covering hub and spoke overnight delivery services; haulage; warehousing; pick and pack; vehicle management; insurance and claims administration; and proof of delivery.

Road Tech Computer Systems featured its Roadrunner traffic system while Teleroute

demonstrated its online freight and vehicle exchange system.

Visitors interested in alternative fuels for their forklift fleets had Flogas on hand offering advice. The

liquefied petroleum gas (lpg) specialist highlighted the benefits of lpg as a viable alternative to diesel- or electric-powered trucks. Flogas sales manager Martin Ward says the company "had a good show, and a good level of quality enquiries".

Distribution excellence

The diversity of service provision by the distribution sector was demonstrated by a variety of operators exhibiting, reflecting the evolving needs of the market for tailored, individual transport and warehousing solutions.

The scope of supply on show in this field matched the varied profile of logistics professional visiting the exhibition, with solutions ranging from full logistics service provision to express overnight full and

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Lisa Bowen, LXE UK.

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Rod Abrahams, Fortec Pallet Distribution Network.

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John Maguire, Linde Material Handling (UK).



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part-pallet transfer. And the demand for palletised services does not seem to be abating with all of the networks experiencing a steady stream of visitors.

Trevor Mudd, marketing and business development manager at PalletFORCE, comments: "We've had some very good quality leads from quality companies such as Kellogg's. We've had about 25 to 30 reasonable leads, and we will pass these onto our membership to deal with."

Fortec director Rod Abrahams agrees, saying: "We've had a lot of interest including an enquiry from Kellogg's. It's not a bad show." And Simon Hazelgrove, sales director at UK Pallets, comments: "It's been very good. We've had good quality interest, better than last year."

The newest network, Pallnet, was also not disappointed. Chairman Roger Ferguson explains: "We've done phenomenally well. I'm amazed at the amount of interest and the quality, especially as we only launched on Friday."

However, the distribution sector was not just represented by the pallet networks. The Potter Group, KTL Warehousing, LinQ Alliance and Meachers Group Holdings generated their fair share of interest from visitors keen to evaluate the benefits of outsourcing distribution and associated added value services, and all had plenty to tell these prospective customers.

Accommodating business

One of the most significant areas in which many logistics operations have benefited in recent years has been in the provision of industrial property. Spiralling customer expectations, the various channels to market such as Internet shopping and increasingly sophisticated manufacturing techniques have all exerted significant pressures upon many companies, whether making, selling or moving goods.

As vital links in the logistics process, modern distribution facilities have become an important weapon in the fight to work smarter and stay flexible and, in keeping with this, the ways in which they are sourced, specified and paid for continue to evolve.

Key to this has been increasingly sophisticated service provision from warehouse design and build specialists, project managers and industrial agents.

Logistics professionals visiting Logistics Link 2004 were able to benefit from a wealth of solid project expertise in the industrial property field.

Visitors were able to talk to property agent and developer Colliers CRE which was on hand to advise on the crucial elements that are required to be built-in at the design or strategy stage and which could give significant cost savings for occupiers.

Parkfield Projects, which has an established record of design and build, general contracting and project management, highlighted some of its recent projects including the a 3,720sq m factory and office complex for Maun Industries; a new £6M, 4,539sq m state-of-the-art head office and distribution centre for KFF Food Service; Polyex's 6,400sq m factory, warehouse and office accommodation; and a 5,115sq m distribution centre for DBC Foodservice.

Commenting on the show, Kathryn Moore, marketing manager at Parkfield, says: "It's been really quite good. We've had some good leads, and there are possibly three that look hopeful. This [Logistics Link] is a good show for us. We got a really good project from the first one and another good project at the second one."

Making its debut at Logistics Link was development agency Doncaster Investment Team, offering guidance to visitors interested in expanding or relocating to the Doncaster area. The agency also focused on some of the companies that have developed distribution facilities there in the past year, including B&Q, Shepborough and Next.

Dressing up

There is no doubt that corporate clothing for staff continues to play an important role within the logistics and supply chain. Whether they are warehousemen or lorry drivers it is usually these employees who are likely to have direct contact with customers, making it crucial for good impressions to be made.

Having made a successful Logistics Link debut last year, corporate clothing business Ansom Moore must have held similar aspirations when it signed up for Logistics Link 2004. The company was not disappointed. Trevor Griffiths, of Ansom Moore, comments: "It's been terrific. We've had some very good quality enquiries from very good people, and from companies with 500-plus people."

And, having arrived "a bit late" on the first day of the exhibition, Griffiths was astounded to find not just visitors but fellow exhibitors as well queuing for him to start trading! ■

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There was a lot of interest in our track and trace systems and we must have got about 40 leads. One person wanted to buy 1,000 XDAs there and then."

Jan O'Hara, T@lecom.

"It's been very good.

We've had good quality interest, better than last year."

Simon Hazelgrove, UK Pallets.

"We got genuine decent enquiries, so we'll get something out of it."

Frank Godson, Gardner Engineering.

"It's been really quite good. We've had some good leads, and there are possibly three that look hopeful. This [Logistics Link] is a good show for us. We got a really good project from the first one and another good project at the second one."

Kathryn Moore, Parkfield Projects.



RANDOM SAMPLE OF LOGISTICS PROFESSIONALS WHO VISITED THE LOGISTICS LINK EXHIBITION HELD ON THE 3/4TH FEBRUARY 2004 AT SANDOWN PARK

3663 IT Director
 AAG DISTRIBUTION Transport Manager
 A E A TECHNOLOGY Manager
 AIR FAYRE Transport & Distribution Manager
 AIR PRODUCTS Distribution Manager
 AKZO NOBEL Stock Controller
 ALFA OFFICE SOLUTIONS Warehouse Dist'n Mgr
 ALLDAY EXPRESS DISTRIBUTION Managing Dir
 ALLPORT IT Manager
 ALRESFORD SALADS Area Despatch Manager
 ARGOS Project Manager
 ARUP Logistics Consultant
 BARRY CALLEBAUT Supply Chain Manager
 BECHTEL Supply Chain Manager
 BEIERSDORF UK Depot Manager
 BERTRAM BOOKS Warehouse Manager
 BESPOKE FOODS Purchasing & Logistics
 BEXLEY COUNCIL Estate Business Advisor
 BIRDS EYE VIEWS (MIDLANDS) Technical Dir
 BISLEY OFFICE FURNITURE Logistics Director
 B K BLUEBIRD Materials Manager
 BLUE OCEAN BEVERAGES Operational Director
 BOEHRINGER INGELHEIM Distribution Mgr
 BOMBARDIER TRANSP'ATION Network Planner
 BOOTS THE CHEMIST Senior Project Manager
 BRITISH AMERICAN TOBACCO Support Services Mgr
 BRITISH BAKERIES Logistics Improvement Mgr
 BUTLINS SKYLINE Stores Manager
 CADOGAN TATE Director
 CANCER RESEARCH UK Supply Chain Manager
 CARDIFF & VALE NHS TRUST Supply Chain Mgr
 CARGO LINK DISTRIBUTION Managing Director
 CAULDRON FOODS Supply Chain Manager
 CHALLENGER FOODS Stock Controller
 CHRISTIAN SALVESEN Dir of Client Solutions
 CITY AIR EXPRESS Director
 COLLINS & AIKMAN Supply Chain Manager
 COMPUTER BOOKSHOPS Logistics Manager
 CONAGRA FOODS Plant Manager
 COPE & TIMMINS IT Manager
 CORBY CHILLED DISTRIBUTION IT Manager
 COSTCO WHOLESALE UK Logistics Manager
 COTY OPERATIONS IT Director
 CREED CATERING SUPPLIES Director of IT
 CROWN PHOTO SYSTEMS Managing Director
 CULINA LOGISTICS General Manager
 DAIRYCREST Goods Manager
 DAVID HATHAWAY TRANSPORT General Mgr
 DEFENCE MUNITIONS Ops Plan'g & Compl'e Mgr
 DEFENCE SCHOOL OF LOGISTICS Snr Instructor
 DISTRIPHAR Manager
 DURLACHER Post Room Manager
 E D F ENERGY Logistics & Safety Manager
 EUROTUNNEL FREIGHT SOLUTIONS Comm'l Dir
 E W S RAILWAY Strategic Planning Manager
 EXEL Supply Chain Manager
 EXPRESS GIFTS Operations Director
 FLEET SUPPORT Contracts Manager
 FLEXIBLE LAMPS Operations Manager
 FLIGHT LOGISTICS GROUP Logistics Manager
 FOOD BROKERS Operations Coordinator
 FOREIGNCOMMONWEALTH OFFICE Freight Mgr
 FORTES BAKERY Despatch Manager
 FORTNUM & MASON Logistics Manager
 FRONTIER FORWARDING SERVICES Managing Dir
 GALLAHER Logistics Operations Manager
 G COSTA COMPANY Distribution Manager
 GEEST Logistics Systems Manager
 GEOPOST Director of Operations
 GEORGE WILKINSON Warehouse & Dist'n Mgr
 GILLETTE UK Senior Buyer
 GLENRYCK FOODS Logistics Manager
 GRASSLIN (UK) Depot Manager
 GREGGS Stores Manager
 GRUNDON WASTE MANAGEMENT Operations Dir
 GUEDEL Director
 HAMPSHIRE TILE WAREHOUSE Purchasing Mgr
 HARRO FOODS Managing Director
 HEATHROW AIRPORT Retail Logistics Manager
 HM FORCES ROYAL NAVY Log's Support Team Mgr
 HOMEBASE Purchasing Manager
 HOPWELLS Operations Director
 HOVERSPED Compliance Manager
 HQ DEFENCE LOGISTICS SP TRG GP S02 Trg OPS Log
 HUNTER PLASTICS Warehouse & Distrib'n Mgr
 H YOUNG TRANSPORT Director
 HYPER VALUE HOLDINGS Logistics Manager
 IKEA Goods Flow Manager
 IKON OFFICE SOLUTIONS Property & Service Mgr
 INITIAL Group Technical Manager
 INTERSURGICAL Logistics Coordinator
 JOHN HEATHCOAT & CO Facilities Manager
 JOTUN PAINTS EUROPE Supply Chain Facilitator
 KBR Procurement Material Manager
 KELLOGG SUPPLY SERVICES Dist'n Procurement
 KEM EDWARDS Operations Manager
 KENNEDY HYGIENE PRODUCTS Logistics Mgr
 KERRY LOGISTICS (UK) Commercial Director
 KINGFIELD HEALTH Supply Chain Manager
 KITCHEN RANGE FOODS Stores Manager
 KODAK POLYCHROME GRAPHICS Operations Dir
 KUEHNE & NAGEL Operations Manager
 LACTALIS (UK) Head of Logistics
 LAKELAND Mail Order Despatch Manager
 LEATHAMS PLC General Mgr - Supply Chain
 LEX HARVEY Manager - Parts Procurement
 LONDON AMBULANCE Head of Op'l Support
 MAP MASTERS Director
 MARLEY FLOORS Area Team Leader Logistics
 MASTER ROPEMAKERS Logistics Manager
 MAYFLEX Logistics Manager
 McCAIN FOODS Logistics Service Manager
 MERCEDES-BENZ UK Director
 METROPOLITAN POLICE E F S Support Mgr
 MHS GROUP Logistics Manager
 MILITAIR AVIATION Contracts Manager
 MINISTRY OF DEFENCE Analyst
 MOD (DLO) Supply Chain Consultant
 MONARCH AIRCRAFT ENGINEERING Logistics Mgr
 MOSS PLASTIC PARTS Warehouse Manager
 NISSAN MOTOR (GB) Technical & Service Mgr
 NOMA LITES Logistics Manager
 NUCARE Chairman
 NUTRIBLEND Managing Director
 ODDBINS Warehouse Manager
 ODYSEA Warehouse Assistant Manager
 OLIVACION S.L. Operations Manager
 OMNETICA Logistics Manager
 OMRON HEALTHCARE European Logistics Mgr
 OXDID Stores Manager
 OXFORD INSTRUMENTS Shipping Controller
 PACE INTERNATIONAL Managing Director
 PA CONSULTING GROUP Consultant
 PALLAS FOODS Director
 PALMER & HARVEY MCLANE Projects Manager
 PANASONIC IND EUROPE UK Logistics Mgr
 PAPERCHASE Distribution Manager
 PETRAD Transport Manager
 PORT SUTTON BRIDGE Operations Manager
 POST UGANDA Senior Manager
 PREMIER FOODS Project Manager
 Q T R TRANSPORT Managing Director
 RAY SMITH STORAGE Storage Director
 REMEL EUROPE Director IT & Logistics
 REYNOLDS CATERING SUPPLIES Distribut'n Mgr
 ROCCIALLE IN HEALTH Logistics Manager
 ROLLS ROYCE MOTOR CARS Logistics Planning
 ROYAL MAIL General Manager
 ROYAL NAVY H Q Fleet (A V) M T O
 RUSSIAN TRADE DELEGATION Economic Adviser
 SANDOZ Warehouse Manager
 SCHENECTADY EUROPE Manufacturing Mgr
 S C JOHNSON Facilities Manager
 SCOTTISH & SOUTHERN ENERGY Logistics Mgr
 SERVEQUIP Distribution Manager
 SHEARWATER ROCK Director
 SHEPHERD CONSTR'N Special Projects Architect
 SIEMENS TRAFFIC CONTROLS Log's/Planning Mgr
 SIMON ELVIN Distribution Manager
 SIR JOSEPH ISHERWOOD IT Manager
 SLOUGH ESTATES Senior Development Mgr
 SOLAGLAS (MSN) National Logistics Manager
 SOLENT S D Operations Manager
 SONY UK Delivery Services Coordinator
 SOUTHERN SYRINGE SERVICES Group Dist'n Mgr
 SPICERS Distribution Director
 STONEGATE FOOD INGREDIENTS Logistics Mgr
 SUTTONS DISTRIBUTION Managing Director
 SWISSPORT CARGO SERVICES General Mgr
 TASK FORCE MOVEMENTS Dist'n Centre Mgr
 TATE & LYLE Head of Logistics
 TAYLOR WOODROW Project Manager
 TESA UK Logistics Manager
 TESCO Transport Team Manager
 THAMES & HUDSON DISTRIBUTORS Managing Dir
 THE BOOK SERVICE Warehouse Op'ns Mgr
 THE COOKIE MAN Managing Director
 THE DOLLS HOUSE EMPORIUM Operations Mgr
 THE PAGE GROUP General Operations Director
 THE SCHOOL OF LOGISTICS Senior Instructor
 THE SOUP LADLE Managing Director
 TIBBETT & BRITTEN Technical Manager
 TILBROOK DISTRIBUTION General Manager
 T.K.MAXX Manager of Business Systems
 TNT (UK) General Manager
 TOYOTA TSUSHO EUROPE SA Snr Technical Mgr
 TRAFFORD PARK BAKERY Logistics Manager
 TRAVIS PERKINS Warehouse Manager
 TRITON Logistics Director
 TRIUMPH INTERNATIONAL E-Commerce Mgr
 UNILEVER Process Operator
 UNIPART D C M General Manager
 UPONOR Supply Chain Management
 VAUXHALL MOTORS Warehouse Supervisor
 VIKING OFFICE SUPPLIES Chairman
 VODAFONE Supply Chain Controller
 VT AEROSPACE Warehouse Supervisor
 WAITROSE Analyst
 WANDSWORTH COUNCIL Transport Manager
 WARWICK WRIGHT CROYDON Fleet Manager
 WELLA UK Logistics Project Manager
 WICKES BUILDING Supply Chain Controller
 WILLIAM GRANT & SONS Project Manager
 WINCANTON Project Leader
 WINTHER BROWNE Logistics Manager
 WYETH LABORATORIES Warehouse Manager
 YUM RESTAURANTS (USA) Dir Intern'l Distrib'n

● LOGISTICS LINK REVIEW



Top quality attendees

Attendance at Logistics Link 2004 closely mirrored the readership of *Logistics Manager* magazine which organises the exhibition and circulates to the top logistics professionals working in large organisations that are responsible for making the serious buying decisions.

Attendance for the two-day exhibition was 1,602 of which 25% were chairmen and directors of leading companies from an extremely diverse range of industrial, commercial, manufacturing and service industries. About 45% were managers with the balance covering a multitude of job titles including buyers, consultants, supervisors, engineers, planners, partners and team leaders.

Most importantly, 31% of attendees worked in organisations employing more than 400 people while 21% had a turnover in excess of £100M. ■

JOB TITLE

Manager	45%
Chairman/director	25%
Consultant	7%
Supervisor	4%
Engineer	3%
Others	16%
	100%

TURNOVER

Over £100M	21%
£50M to £99.9M	7%
£10M to £49.99M	22%
£5M to £9.99M	10%
£1M to £4.99M	20%
Up to £999,000	20%
	100%

GEOGRAPHICAL BREAKDOWN OF ATTENDEES

South-east	54%
Midlands/East Anglia	23%
North	8%
London	8%
South-west	4%
Wales	1%
Scotland	1%
Overseas	1%
	100%

MAIN ACTIVITY

Transport & distribution	23%
Food & drink	9%
Computer services/telecommunications/e-Commerce	9%
Consultants	7%
Automotive/aviation/marine	6%
Retail	5%
Plastics/chemicals/pharmaceuticals	4%
Electrical/electronic/engineering	4%
Government organisations/utilities	4%
Building/construction/mining	3%
Printing/packaging/paper	3%
Financial services	2%
Industrial property/facilities management	1%
Others	20%
	100%

MAIN RESPONSIBILITY

Transport & distribution	17%
Warehouse management/inventory	14%
Consultants/sales/marketing	13%
IT/e-Commerce	9%
Project management	9%
Logistics systems	7%
Production/planning management	6%
Purchasing	5%
Retail logistics	3%
Property/facilities management	2%
Temperature-controlled logistics	1%
Others	14%
	100%

NUMBER OF EMPLOYEES

1,000-plus	20%
700 - 999	13%
400 - 699	8%
100 - 399	20%
50 - 99	12%
1 - 49	37%
	100%

BOOK NOW FOR LOGISTICS LINK 2005

LOGISTICS MANAGER MAGAZINE is already organising Logistics Link 2005 which will be held on February 1 and 2, 2005 at Sandown Park, Esher, Surrey. Exhibition space costs are £215 per sq m for space only and £262.50 for shell stands.

Richard Milbourn, sales director at *Logistics Manager* magazine, says: "With three very successful Logistics Link exhibitions under our belt, we have got a proven winning formula



that will make Logistics Link 2005 another market leading event. Sandown Park continues to be the ideal setting for a professional show such as Logistics Link. Also, a

number of trail-blazing initiatives such as the £5 refreshments vouchers and race meeting tickets have set the pace in attracting visitors to the exhibition."

Exhibitors at Logistics Link 2004 are initially given priority to

re-book stand positions for Logistics Link 2005 and, by March 5, at least 21 had already taken advantage of that.

Thereafter, space will again be allocated on a first-booked, first-allocated basis.

Further information about Logistics Link 2005 is available from Richard Milbourn on 020 8661 1160. Fax: 020 8643 3323. Email: richard.milbourn@sevenkingspublications.com