



CASE STUDY

# BARKER & STONEHOUSE

HELPING BARKER AND STONEHOUSE  
BRIDGE THE NORTH SOUTH DIVIDE

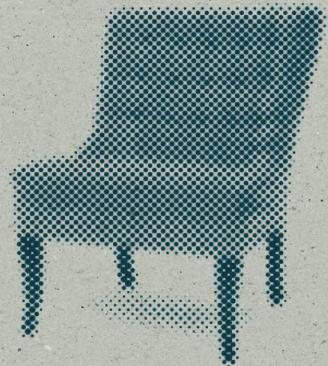
BARKER AND  
STONEHOUSE

**PD PORTCENTRIC**  
**LOGISTICS**  
part of the PD Ports Group

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## THE CUSTOMER

BARKER AND STONEHOUSE IS A MIDDLESBROUGH BASED RETAILER THAT HAS SUPPLIED QUALITY HOME FURNISHINGS FOR OVER HALF A CENTURY.

Charles Barker and Alex Stonehouse established the first store in Bishopton Lane, Stockton, in early 1946, and were later joined by their brother Frank Barker. Together, this partnership created a highly successful brand. Today the business owns 10 stores across the North of England, the Midlands and London, operates over 271,000 sq feet of showroom space and employs over 275 staff.

## THE BRIEF

ALTHOUGH TRADITIONALLY BASED IN MIDDLESBROUGH, BARKER AND STONEHOUSE RELIED ON A SUPPLY CHAIN MODEL THAT CENTRED AROUND THEIR PRODUCTS ENTERING VIA THE SOUTHERN PORTS OF THE UK. THIS APPROACH REQUIRED GOODS DESTINED FOR SALE IN THE NORTH OF ENGLAND TO BE TRANSPORTED BY ROAD, AND MADE THE SUPPLY CHAIN VULNERABLE TO DELAYS AND DISRUPTION ON THE ROAD NETWORKS.

With continued expansion and the opening of new stores, there was increasingly a need to reduce operating costs, minimise emissions and improve product availability throughout the network.

## THE LOGICAL SOLUTION

TO OVERCOME THE PROBLEMS OF LONG-DISTANCE TRANSPORTATION, CUT ROAD MILES AND IMPROVE THE COMPANY'S ENVIRONMENTAL CREDENTIALS, WE SUGGESTED SWITCHING TO A TAILOR-MADE MULTI PORT MODEL.

This involved shipping goods destined for sale in the North of England to Teesport and supplying stores in the South through Felixstowe.

## THE RESULT

BY PROVIDING THE COMPANY WITH A RELIABLE PORT OF ENTRY IN THE NORTH, PD PORTCENTRIC LOGISTICS ENABLED BARKER AND STONEHOUSE TO SAVE 498,897 ROAD MILES A YEAR AND REDUCE THEIR CARBON EMISSIONS BY ALMOST 500 TONNES.

This more efficient supply chain also reduced road delays, made stock levels more consistent and guaranteed optimum service for each specific delivery.

BARKER AND STONEHOUSE



## WHAT OUR CLIENT SAY

" The PD Portcentric Logistics team provided a very competitive tender that was backed by a very efficient administration process. This helped us to make the decision to begin to re-use the Tees as our main port of use and in turn contribute to the local economy – a strategy we like to champion wherever possible."

Richard Parnell  
Commercial Director  
Barker and Stonehouse

## WHAT WE SAY

" By analysing Barker and Stonehouse's specific requirements, we were able to provide a tailored solution that not only reduced transportation costs, but also improved the overall supply chain. We're delighted to say that as a result, our initial contract has been extended. In future, we look forward to refining our processes and services further to deliver substantial savings."

John Gibson  
Business Development Manager  
PD Portcentric Logistics

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B  
LOGISTICS MADE LOGICAL

