

Widdowson Group processes more than a million gift packs a year for Blue Tree



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Ben Bolt
Commercial Director
Blue Tree Gifts

Blue Tree Gifts is one of the UK's fastest growing alcoholic gifts companies. It produces an extensive range of affordable gifts which are made up of premium brand drinks, food and toiletries. These gifts are available at many major supermarkets and high street retailers across the UK.

In order for the company to produce and distribute its gifts, outside services are required for storage of the components, contract packing and distribution to the point of sale.

Initially Blue Tree Gifts used separate suppliers to carry out these individual tasks. However as the company grew, a decision was taken to task only one partner to provide all of these services. As a result Blue Tree Gifts awarded a 12 month rolling contract to the Widdowson Group.

The contract, which covers warehousing, packing services and distribution is now worth around £500,000 and Widdowson is processing well over a million gift packs a year for the company.

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A total logistics provider

Ben Bolt, Commercial Director of Blue Tree Gifts explains, "Originally, we were working with several different companies, but then we were referred to the Widdowson Group. As they offered a total logistics solution, I decided it would be much better to use them for the entire operation and this has the benefit of giving me just one point of contact."

He continues, "Widdowson receives the items from our suppliers and take them into their warehouse for storage. They then contract pack the gifts and distribute them as finished goods to our customers, who are mostly major supermarkets and high street retailers."

"We are now entering our fifth year of working with the Widdowson Group and continue to be delighted with the personalised attention we receive from their staff who provide us with a complete service."

Growing partnership

Clarke Robinson, Operations Manager of the Widdowson Group adds, "Since we started work with Blue Tree it has expanded from a small business to one of the UK's leading alcoholic gifts companies."

"Most of the gifts we handle for them are supplied for special events in the year, such as Mothering Sunday, Father's Day or our busiest time, the run up to Christmas. In addition, we process a growing range of gifts that are for sale all year round in Tesco."

Robinson continues, "Dedicated contract packing staff carefully collate the gift components into the specially designed Blue Tree packages. This takes place in our recently extended and refurbished 65,000 sq ft contract packing facility; we then deliver the gifts directly to the retailers."

The Widdowson Group has a long and distinguished track record as a provider of world class logistics. The business has accreditation to both ISO 9001:2008, Investors in People and the BRC Global Standard for Consumer Products.

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