



CLEAR & HONEST MARKETING

EFFICIENCY ON EVERY LEVEL

EXACT LOGISTICS



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**“Our German clients love it.
For our team it’s a great
reference point and has
become a useful sales tool.”**

Adam Shuter,
Joint Managing Director,
Exact Logistics

Context: Exact Logistics started in 2009, quickly expanding to become a trusted logistics partner as part of a network of logistics businesses. During the growth of the business they developed an expertise in working with German customers as a UK final mile partner. The logistics business requires investment in systems, processes and facilities. Exact Logistics wanted to develop ways of communicating their difference to current and future customers.

The requirement: Exact Logistics realised that the way they work with customers following the highest level of standards could be the cornerstone of its brand. They could see this point of difference could be used to engage and retain current customers and develop new relationships. They needed a way to demonstrate the systems and processes to a growing German and wider European market. The German market in particular demanded a high level of documented processes in a structured yet easy to access way.

The output: In collaboration with Glued, a manual was developed that would act on a number of levels to address these needs. Firstly, it could be a comprehensive guide to all systems and processes that Exact Logistics follow. This could be used by staff internally as a reference point. Secondly, it was to be sent out to customers for them to understand what to expect from Exact and how all processes worked. Thirdly it formed a perfect tool to demonstrate to new or potential customers that Exact Logistics claims of following high standards was based in fact. As a result a 42 page manual was produced which used colour coding, illustration and short text to create an accessible manual, one which in time can be translated into our languages.

The results: The manual has become a key part of the sales process for Exact Logistics. This has allowed them to cement their position as an expert in logistics. Feedback from clients has been very positive and it has led to a stronger bond in many European contracts.



Our commitment to you

At Exact Logistics, we are proud to be your UK final mile partner. We will work with you to delight your customers with service excellence and improve the profitability of your UK programme.

We started the business in 2009 as a family company. We have grown by consistently delivering on our promise and understanding our customers' expectations. We keep a long-term view of our business. We are more interested in creating value, processes, systems, facilities and people rather than short-term profit. We work in the business and are committed to offering you clear and exciting services.

This mission demonstrates our commitment to you and will never waver. We will bring the best from our systems. We are experts in UK distribution with the processes and systems to support.

Complete your logistics picture - work with Exact.



Shuter
Managing Director

Communicate, deliver, care

At Exact Logistics, we are a small, family-run business with the highest quality standards. Unlike many of the mass-market operators, where one size fits all, we pride ourselves on offering exceptional flexibility. Our customers tell us they like dealing with a small business able to act quickly and efficiently, without any time-consuming decision processes.

Every member of staff is trained to put our customers first. Our business ethos is to communicate, deliver and care.

We communicate - we communicate regularly, suggesting options and updating you on any issues. If you call us, a real person answers the phone and takes responsibility for your requirements, while technology takes care of the routine, time-consuming tasks.

We deliver - we work with Pali-Ex, one of the UK's leading networks with almost 100 fellow members covering the whole of GB and Ireland. We also have other trusted haulier partners, ensuring we always meet your needs, whatever the requirements of the job. Investment in the latest IT systems gives us real time data about every shipment, enabling us to manage any issue swiftly and efficiently.

We care - we care about each and every customer and shipment. We are constantly looking for ways to do things better.

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ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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