

Product Logistics for FMCG exporters

Charles Kendall Freight provide an extensive range of services in the tough market sector of FMCG (Fast Moving Consumer Goods) with their Product Logistics service. As well as freight forwarding, this service covers procurement, compliance, customs and logistics which allows us to become true brand partners.

At purpose-built facilities in Alpha Park, Southampton and Jebel Ali Free Zone Dubai, we carry out a range of re-labelling and re-packaging services to transform brands for new markets. We apply our expertise in procurement, compliance, customs as well transportation to tailor a supply chain model which increases sales, whilst driving down costs and risk at each stage.

The Alpha Park site is the latest state-of-the-art 50,000 sq ft facility opened in 2018. It is a brand new Grade A warehouse and has been customised to become a major distribution centre in Southampton with the following attributes;

- It holds full AEO status.
- As a listed Aviation Security party it is approved for the handling of airfreight.
- It holds ISO 9001-2015 status as well as ISO 22000.
- BRC approved and Food Hygiene rated 5 stars by the local Council.
- Secure with full access controls.

Our Product Logistics service there replicates what we provide in the Middle East region. We enable brand owners to get their products to market faster, minimising risk and maintaining compliance. This service eliminates the often unseen costs such as container detention, demurrage, loss of product shelf-life and loss of sales.

With over 70 years of procurement experience, we are able to move further into the supply chain than what would normally be expected from a freight and logistics company. As such we can buy product, take ownership in-country, re-work, distribute and deliver to the end customer all as a single sourced service. We have the ability to manage distributors so that our clients benefit from a local sales force, marketing expertise and regulatory compliance.

The compliance aspect and the reputation to the brand is critical for our clients and our unrivalled knowledge and experience is key. We are in essence an extension of the manufacturing process to our clients. It is vital that their products look exactly the same as if they came out of the brand owners own manufacturing site.

We manage the entire documentary cycle including Certificates of Origin and Health Certificates as well as providing a service to produce certificates of conformity and free sales. As such we link closely with other regulatory bodies such as SGS and Bureau Veritas.

Industry

Hospitality

Service

Freight

Region

India

