

CASE STUDY: SEIONT NURSERIES

Seiont is primarily an exporter to England and Europe. 70% of Seiont's produce is distributed and marketed in South East England predominantly in the home counties of Sussex, Surrey and Hampshire.

Distribution is based on the high level distribution and return of a trolley scheme, known as Danish Trolleys. The Danish Trolley is the horticultural industry standard for the delivery of pot plants and flowers in Europe. In this scheme a company supplying plants has trays on trolleys registered to the supplier with a tab register. The trolleys are tagged (using a bar code or Radio Frequency Identification) to individual nurseries to ensure traceability.



Seiont organise distribution with a specialist horticultural haulier based around a Hub in Knutsford. This allows weekly deliveries to all parts of the UK. European deliveries are handled through a Dutch transport company operating from a hub in Aalsmeer. Smaller customers are encouraged to share trolleys with other nurseries or garden centres. If customers give their postcode, Seiont might be able to recommend another customer nearby to share a trolley.

“Customer requirements in our supply chain have changed considerably in recent years with the need to deliver smaller consignments on a more regular basis. This level of service cannot easily be achieved with internal nursery transport, which is often uneconomic, inefficient and much less carbon friendly.”

“Working with specialist horticultural transport systems we are able to ship weekly to all parts of the UK and Europe reliably and economically. These systems are shared by many suppliers so customers will often receive deliveries arriving on a single truck rather than lots of individual loads.”

Neil Alcock, Director

