

Eddie Stobart

Eddie Stobart forms the road haulage element of the Stobart Group, a fast developing public limited company with wide-ranging multimodal transport interests. As it approaches its 40th year, the UK's best known logistics brand employs more than 5,500 people at more than 40 sites, operates around six million sq ft of premium warehousing capacity, and has a fleet approaching 2,000 trucks.



Market

In the notoriously hard-pressed road haulage sector, the iconic 'Eddie Stobart' name is one of the brand's greatest strengths. Highly competitive pricing and renowned levels of customer service and efficiency, combined with 95 per cent brand recognition throughout the UK, have ensured that Eddie Stobart is not only keeping pace, but expanding and increasing in profitability. The UK logistics market remains highly fragmented with Stobart Group having a market share of around two per cent. Group turnover for the year ending 28th February 2009 increased significantly to £431 million with a healthy profit of £23.9 million.

Product

Eddie Stobart is a logistics specialist and, as part of the Stobart Group, has full transport service encompassing road, rail, sea and air services as well as warehousing and full distribution logistics offerings.

Achievements

In an ever-more environmentally conscious world, road transport is an increasingly contentious issue due to its CO2 emissions. Eddie Stobart has been at the forefront of the sector's responses to environmental considerations; Stobart Group was one of the first businesses to train drivers in the Safe and

Fuel Efficient Driving (SAFED) techniques that can reduce fuel consumption by as much as 10 per cent.

A proactive approach has also been taken to address the traditional haulage problem of 'empty miles', as a result of which, Eddie Stobart now has the best fleet utilisation figures in the industry, currently 85 per cent compared to the industry average of 72 per cent. Through incisive planning, shared capacity solutions and more strategic developments, Stobart Group is committed to pursuing efficiency even further. Indeed, it is in the midst of high level negotiations to

1950s	1960s	1980	1992	2001	2004
Eddie Stobart establishes an agricultural contracting business in the Cumbrian village of Hesket Newmarket.	The Company incorporates to form Eddie Stobart Limited in order to fully develop its transport and distribution interests.	The business relocates to Carlisle. The fleet, numbering just eight vehicles, consists mainly of tippers but rapidly develops to include the more versatile artics.	Eddie Stobart is voted Haulier of the Year by the Motor Transport Industry, testimony to its dedication and hard work in revolutionising the sector.	Rapid, sustained growth results in a fleet of 900 vehicles and 2,000 staff operating from 27 sites and delivering a turnover of £130 million.	The company is acquired by WA Developments International. A major rebrand takes place, from vehicle liveries to clothing, heralding a new era for the business.



introduce a new environmental trailer design that could cut the number of trucks on Britain's roads by as much as 13 per cent.

Recent Developments

While traditionally strong in ambient transport, strategic development and intelligent acquisitions have allowed Eddie Stobart to make a seamless move into the chilled market. The business now has a dominating – and increasing – presence in the crucial FMCG sector.

In October 2009 Stobart Rail launched a groundbreaking Iberian service in collaboration with rail giant, DB Schenker. This dedicated weekly train, which links the fruit and salad

growing areas of southern Spain with the UK's major grocery retailers, comprises 30 chilled containers each controlled and monitored using the latest satellite technology; ensuring produce arrives in exceptional condition. The five rail services will save 29.6 million road kilometres per year, cutting annual CO2 emissions by 27,510 tonnes.

Promotion

Despite an enviable level of public awareness, the Eddie Stobart branding underwent significant changes in 2004, heralding a new era for the business. The development saw a complete reworking of corporate colours and the logo itself, while vehicle livery took on a simpler, more cost effective design.



2005/06	2007	2008	2009
Eddie Stobart wins its first Tesco Distribution Centre contract. Stobart Rail freight services are launched and a new central control site is built at Warrington.	Eddie Stobart merges with Westbury Property Fund in a £138 million deal that sees the formation of the public limited company Stobart Group.	The business expands to a total workforce in excess of 5,000 and a fleet numbering around 2,000 vehicles.	A groundbreaking Iberian rail freight service is launched in collaboration with DB Schenker.



Today, this look is the driving identity for the parent Group, flexible enough to be applied to the ever-expanding range of transport options without polluting the brand or reducing recognition. While the recognisable green and white livery plays a pivotal role in public awareness, the brand's impressive profile can also be attributed to an ongoing marketing and promotional drive that extends throughout the business' culture. The Company operates its own Members' Club with some 20,000 dedicated followers and retails a wide variety of branded merchandise.

Brand Values

Since its inception, the Eddie Stobart brand has built its reputation through a commitment to courteous drivers, its high quality fleet and exceptional levels of service. Today, adapting to society's changing needs, the Company has added exemplary employment and environmental practices to its core principles and is working to achieve its vision of building a fully multimodal transport offering for its customers.

stobartgroup.com

Things you didn't know about Eddie Stobart

Every Stobart vehicle is individually identified by a girl's name that is unique within the fleet.

A Stobart vehicle makes a delivery somewhere in the UK every 5.5 minutes, on average.

Recent surveys show that when driving on Britain's major roads a Stobart vehicle is passed, on average, every 4.5 minutes.

The total distance travelled by the Stobart fleet each day is equivalent to travelling to the moon and back.