

Eddie Stobart

Eddie Stobart is the road haulage element of Stobart Group, a fast-developing public limited company with wide-ranging multimodal transport interests. The UK's best known logistics brand employs more than 5,500 people at over 40 sites, operates around six million sq ft of premium warehousing capacity, has a fleet approaching 2,000 trucks and operates two airports and several freight trains.



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 2010 increased to £447 million with profit increasing to £36.8 million.

Product

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

Achievements

In an ever-more environmentally conscious world, road transport is an increasingly contentious issue owing 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 carbon emissions 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 with the industry average of 72 per cent. Through incisive planning, shared capacity solutions and more strategic vehicle tracking, Stobart Group is committed to pursuing efficiency even further. Indeed, it is in the midst of high level negotiations to 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

In March 2010, Stobart Group accessed the rapidly expanding market for renewable energy through a joint venture with A.W. Jenkinson Forest Products to form Stobart Biomass Products. The company will source and distribute supplies of biomass fuel to the UK renewable energy market, which has the potential to grow ten-fold in the next three to four years. Stobart's specialised fleet of walking floor and chipliner trailers will help to transport up to 10,000 tonnes per week.

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

An observational documentary charting the achievements of Eddie Stobart's transport



operations was broadcast on Channel Five from September to November 2010. The six one-hour episodes gave a behind the scenes insight to the company and its staff. With each episode claiming around 1.8 million viewers, it helped raise awareness of the Eddie Stobart brand among a new audience.

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. 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 Group operates its own Members' Club with some 15,000 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 Group 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.

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.

The Group has 37,000 tyres in use at any one time.

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

The Stobart fleet travels a distance equivalent to 21 laps of the Earth every day.



1950s	1980	1992	2001	2004	2005/06
Eddie Stobart establishes an agricultural contracting business in the Cumbrian village of Hesket Newmarket.	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.	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.

2007	2008	2009	2010
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.	Stobart Biomass Products is formed to source and transport sustainable biomass. In addition, a six-part series is broadcast on Channel Five: 'Eddie Stobart: Trucks & Trailers'.