Asda, George Case Study
Inbound/Deconsolidation

ASDA
George.
In February 2009 Clipper, the UK’s leading retail and high-value logistics provider, opened its Darlington Deconsolidation Centre, and from the outset it has been working in partnership with George Clothing for Asda.

The Customer
George Clothing, the first supermarket clothing brand, was founded in 1990 by George Davies and bought by Asda in 1995. It has since grown to become the largest clothing retailer by volume in the UK today. George sells a wide range of fashionable, yet affordable, ladieswear, menswear, kidswear and footwear in Asda stores in the UK and online at www.george.com. The brand is also traded by Wal-Mart internationally.

The Challenge
George Clothing has over 15 different global suppliers, and with sustainability high on the corporate agenda it was looking for a logistics provider that could manage the receipt and storage of stock, whilst reducing the environmental impact of its operations and minimising cost.

In 2009, George approached Clipper to create a tailor-made solution specifically for the brand. The groundbreaking new Deconsolidation Centre is the result.

The Solution
Clipper’s new Deconsolidation Centre had been designed to cater for its customers’ every need. Having worked in partnership with many leading and high-value retailers, Clipper understood better than most the challenges faced by retailers in terms of reducing costs and meeting sustainability targets. Based on its ethos of ‘agility matched by ability’, the Clipper team was quick to understand George Clothing’s exact requirements and set about implementing a solution immediately.

Clipper receives stock from over 15 different global locations. On arrival at the port of entry, the stock is unloaded ready for transportation by road to the Clipper Deconsolidation Centres in Darlington and Leeds. The stock arriving at Darlington is ready for processing in either hanging or boxed delivery, and is checked against the customer’s Purchase Order for quantity and quality. The stock then goes through a process of de-boxing, processing and picking ready for transportation to its designated Distribution Centre. Clipper also offers a specialist returns management process, which includes checking, quarantine and remedial re-work to meet the customer’s exact needs.

In addition, to further service the contract, the Clipper site in Leeds manages the enhanced processing within the George network, which includes flat to hanging processing and additional refurbishment such as applying lozenges, price labels, swing tickets, care labels, security tags, re-boxing and manual bagging, and steaming and pressing garments to the required standard.
“We have been working with Clipper as a trusted provider since 2009 and they have created significant efficiencies across the business, both in terms of minimising costs and in reducing our environmental impact.”
The Result
The Clipper deconsolidation solution has proved extremely successful for George Clothing. The Darlington site provides leading operational standards and innovative solutions for the customer, handling more than 55 million units per year. The systems that Clipper has implemented have created a solid foundation for George Clothing that is well placed to handle the ongoing rise in volumes forecast for the future.

Client Testimonial
“We have been working with Clipper as a trusted provider since 2009. During that time, the deconsolidation operations at Darlington have created significant efficiencies across the business both in terms of minimising costs and in reducing our environmental impact. We look forward to continuing to work in partnership with them for the foreseeable future, as we continue with our ambitious growth plans for the brand.”
Ian Stansfield, Distribution Director, Asda

Clipper Testimonial
“This once again demonstrates our ability to create completely unique fit-for-purpose solutions that exactly meet our clients’ needs, and deliver real results that more often than not exceed predicted expectations.”
Carl Muir, Head of Portcentric Logistics, Clipper