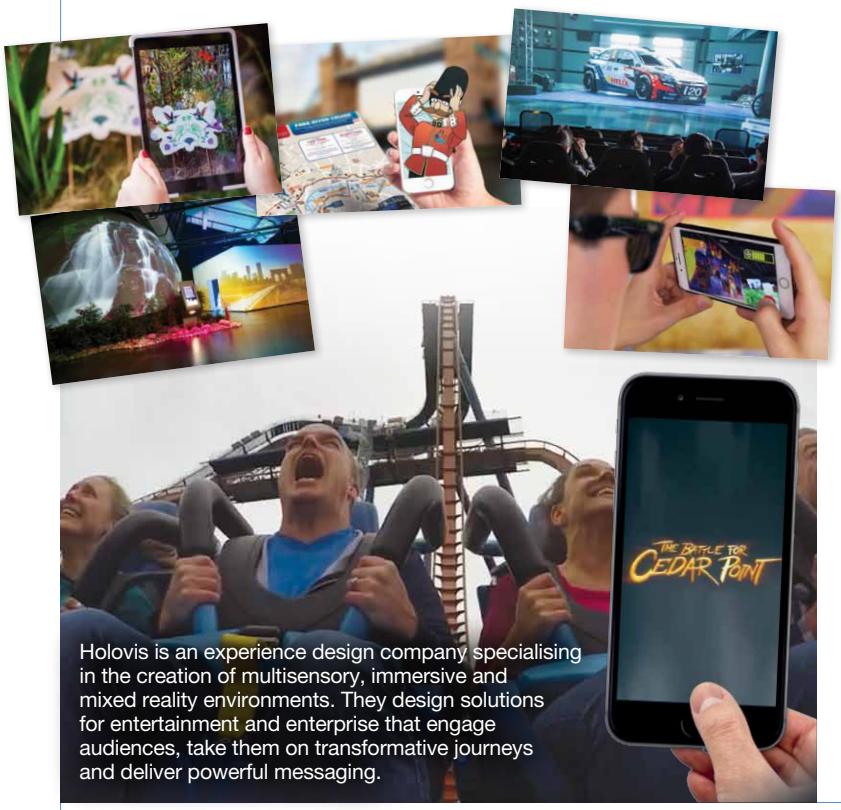
SPATIAL GLOBAL

FREIGHT • MAIL • E-COMMERCE
PROFESSIONAL WORLDWIDE DELIVERY

GLOBAL NAVIGATOR

Winter 2017

Why the Ninth Fastest Growing SME Exporter in the UK chooses Spatial Global



Holovis is an experience design company specialising in the creation of multisensory, immersive and mixed reality environments. They design solutions for entertainment and enterprise that engage audiences, take them on transformative journeys and deliver powerful messaging.

"Our relationship with Spatial Global started back in 2015. Our business was rapidly growing and our export market had taken off in a big way. We were looking for a logistics company that could handle the complex nature of our business across numerous continents and Spatial Global were able to deliver this in every way.

Their knowledge and understanding of the end to end logistic process was excellent; their in-house Letter of Credit administration was invaluable and because it was all under the same roof all aspects of the shipment was connected. They took the time to understand our business and were then able to offer up advice as to how to simplify or make cost effective decisions. Logistics is not our expertise: Spatial Global has become our trusted partner for that expertise."
Jane Hetherington, Finance Director, Holovis

Exporting their unique multi-sensory technology across the world

Whether creating a revolutionary new motion simulation experience to Bollywood Parks™ Dubai, the world's first theme park dedicated to the Indian film industry, designing and building a family entertainment centre in the heart of Shanghai, China, or the world's first augmenting reality experience at Cedar Point, the roller coaster capital of the world in Ohio, USA, one thing remains true: the complex nature of getting the product to the destination without damage or delays.

Website Refresh – Let us know what you think?

Take a look around our new website and you'll see we're all ears when it comes to listening to your wishes!

Please explore our new website, hopefully it will give you a seasonal cheer... plus a little more 'Know! Know! Know!' about all the services we offer.

The website's had a makeover and hopefully it makes it easier for you to see and understand our range of services. We're also launching four videos which quickly summarise what we do for our clients in the areas we operate. It would be great if you could let us have some feedback. And if nothing else you'll get to see Mike, Rachel, Ian, Nikki and Andy with ears that grow – hopefully it will make you smile!

Using mail to reaching new customers under GDPR

Marketing mail, like direct mail and door drops, drives engagement. It's particularly good for reaching new customers under GDPR as door drops and unaddressed direct mail target postcodes rather than individuals.

GDPR brings changes to rules around consent
With the proper practices in place your marketing shouldn't be too badly affected by the new rules around data usage. Firstly, it's important to make the distinction between first-party marketing (to your existing customers) and third-party marketing (to new prospects).

Marketing to your existing customers under GDPR
Marketing to your existing customers under GDPR is defined as being in the 'legitimate interest' of your company and its customers. This means that in most cases and for most channels, you'll just need to provide your customers with a clear opportunity to object when their data is used or collected. A simple and well-worded 'opt-out' across all your communications should suffice.

Marketing to prospects using bought in data?
When it comes to third party marketing, you must have clear, affirmative consent in place before you communicate with prospects. This can be difficult and ambiguous when dealing with bought-in name and address data, so you'll have to choose a third party data provider you can trust to be GDPR compliant.

Mail may be the saviour around the GDPR headache for targeting new customers
Marketing mail, like direct mail and door drops, is a great way to cut straight through to prospective customers – because unaddressed direct mail target postcodes rather than individuals. What's more, it is proven to drive online interaction, where sign-ups can be managed within a GDPR compliant format. In fact, as a result of receiving direct mail, 92% of people were driven to online activity, 87% were influenced to make online purchases and 54% engaged on social media*.

*Royal Mail MarketReach, Mail and Email Research Report May 2014 pg.29

USA local delivery solution needed

Spatial Global were the obvious partner for one of the largest contract packers in the Midlands because of their large international network of locally based delivery partners.

Paul Price, Commercial Director of Lemonpath explains why Spatial Global were his 'go to people'

"When a client approached us to provide a sample fulfilment solution, which required the distribution of product within the USA, we recognised to be cost effective we needed a local distribution partner.

I had two clear choices, I could either take the risk of sourcing a partner in the USA remotely and hope I had selected well. Or, I could approach Spatial Global, who I knew had a vast network of overseas delivery partners.

I felt confident Spatial Global would be the best first choice as they have a reputation for the slightly unusual, not just managing standard 'day-to-day mailings.' I explained my challenges and concerns to Andy Berry, Spatial Global's Commercial Manager for Mail. He was able to provide me with a range of possible solutions via their USA partner based in New Jersey.

I'm happy to report the contract was successfully completed and the whole solution was seamless. The shampoo and conditioner samples were distributed throughout the USA using domestic (US) delivery via a tracked postal service. Spatial Global coordinated the shipments between Lemonpath and their US partner, plus managed the fulfilment and dispatch of the samples from their USA partners facility in New Jersey to the mailing lists supplied."

789 tonnes of Project Cargo to 13 different destinations

Spatial Global have handled 789 tonnes of cargo to 13 different destinations for a global leader in industrial sliding and sliding folding door manufacturer in the past 2 years.

Project Cargo is never without its challenges
The world renowned specialist industrial sliding and folding door manufacturer undertakes bespoke door commissions around the globe. These special projects often incorporate high performance doors where security, blast or acoustic properties are required. By their very nature all shipments are out of gauge cargo, and they choose to work with Spatial Global as their specialist freight forwarder to manage the shipment.

"The biggest challenge faced with shipping the oversized industrial doors was getting the container equipment available and ready to meet the delivery schedule. Overcoming the limitations on routing and then accurately calculating the lengthy transit time so that the numerous transhipment points could be coordinated with robust scheduling.

The main challenge is that Project Cargo cannot be handled like normal freight shipments, it typically requires specialist moving equipment and transportation. This means complex planning and a very hands-on approach to ensure the Project Cargo is handled responsibly. Which is why when our client first gets the order, we get the call to start the planning."
Rachel Morley, General Manager Operations, Spatial Global

Subscription ecommerce chewing gum hits 10 million landmark in sales and uniquely protects teeth!

2017 has been a landmark year for Peppersmith as it's now sold 10 million packs since its first product launch in 2010.

Spatial Global manage B2B ecommerce fulfilment and Greg Folgate explains why a strong supplier relationship is key to the brand's growth

A solid supply chain and logistics partner are essential for solid growth
Greg Folgate, Supply Chain & Finance Manager at Peppersmith explains why a strong partnership with suppliers is essential to the brand's growth.

"Any ambitious brand needs to be focused on driving growth rather than getting sidetracked dealing with supply chain issues. Spatial Global are a highly competent supplier and since 2009 have allowed us to focus on the core business, because they efficiently handle the B2B channel route to market.

Whether standard product to independent retail outlets, merchandising to the larger pharmaceutical retail chains or kitting and mailing solutions targeting our specialist dental market sector. I know Spatial Global are a safe pair of hands, give them the brief and they just get on with it."
Greg Folgate, Supply Chain & Finance Manager at Peppersmith

Why did Serena Guen choose Spatial Global to distribute her award winning magazine across the globe?

Having founded SUITCASE Magazine in her dorm room at New York University back in 2012, it initially was a multimedia travel magazine SUITCASEmag.com.

However SUITCASE is now a multi-award winning magazine which prints four editions a year and is circulated globally across all seven continents.

"Spatial Global has optimised our distribution and allowed many more readers the opportunity to access SUITCASE."
Serena Guen
Founder & CEO of SUITCASE Magazine

What's the SUITCASE success secret?
SUITCASE challenges travel perceptions with thought-provoking photo journals, city guides you can actually trust and articles by award-winning international writers. This innovative perspective means SUITCASE is distributed quarterly to over 30 countries. This highly acclaimed new breed of travel magazine has many publishing industry plaudits ranging from The Financial Times, Forbes, Sky News and Observer, plus many, many more. As a result of its dynamic SUITCASE has won numerous awards including digital magazine 2016 and the AITO Travel Writer of the Year and has proven that the printed magazine format remains in strong demand when the product is right.

Air-side tour of Manchester Airport Cargo Facility

Left to right: Corey Edwardson, Martin Rushworth, Fresenius Kabi; Rachel Morley, Spatial Global; Richard Veneers, Carl Fothergill, LEEC

Manchester Airport currently handles around 100,000 tonnes of import and export freight and mail annually. This was a rare opportunity to experience airfreight forwarding 'airside' operations at first hand

Emirates hosted an 'airside ramp' tour
Due to the heightened state of terror threat the airside tours are very limited and only a few places are allocated when they become available. Spatial Global's Freight Manager Rachel Morley was able to secure an airside cargo tour for a limited number of Spatial Global delegates.

A big thank you to Andy Haslam and Emirates SkyCargo
"This fantastic opportunity enables our clients to understand the working airport processes on the ground, understand why air freight can get 'bumped' at the last minute and experience the time pressured environment of air freight forwarding first hand. I'd like to thank our hosts Emirates SkyCargo and particularly Andy Haslam, Emirates SkyCargo Cargo Sales Coordinator, for his time and the insight to the working practices of Air Freight at Manchester Airport."
Rachel Morley, General Manager Operations, Spatial Global

Countdown to the EU's General Data Protection Regulation

There seems to be a lot of confusion about what the GDPR means for companies and whether their customer data and marketing activities are compliant.

What is GDPR?
The EU's General Data Protection Regulation (GDPR) is the result of four years of work by the EU to bring data protection legislation into line with new, previously unforeseen ways that data is now used.

When will the GDPR apply?
The GDPR will apply in all EU member states from 25 May 2018. Because GDPR is a regulation, not a directive, the UK does not need to draw up new legislation – instead, it will apply automatically.

Who does the GDPR apply to?
'Controllers' and 'processors' of data need to abide by the GDPR. A data controller states how and why personal data is processed, while a processor is the party doing the actual processing of the data. Ultimately, the GDPR applies to EU based companies and companies that collect data of EU citizens, regardless of a physical presence in the EU.

How does GDPR affect my marketing?
Data drives marketing. From basic contact information to specifics such as, age, household size and more, the most effective marketing uses customer data to create targeted campaigns. But under GDPR, you'll need to legitimise your marketing activities by documenting and recording exactly how data is captured, stored, processed and managed.

The 7 Hidden costs of In-house Fulfilment

Whether you manage back issues of magazines, delegate bags for your events, sending out samples or something else – you may think you are saving money by doing it in-house.

The costs associated with using a fulfilment company will ultimately result in saving you money.

East Midlands Gateway Rail Freight Interchange

A huge 'inland port' next door to East Midlands Airport is putting Spatial Global at the heart of the UK's road, air and rail cargo network. East Midlands Gateway, a 700 acre `inland port' which combines links to the M1 and East Midlands Airport with a major new rail freight terminal. Built in six phases, all work due to be completed by the end of 2019.

If you've visited our facilities in the last 6 months you have probably seen one of the most ambitious infrastructure projects currently underway in the UK. SEGRO Logistics Park East Midlands Gateway is a 700 acre development which incorporates a 50 acre Strategic Rail Freight Interchange. This will include a rail freight terminal capable of handling up to sixteen 775m freight trains per day. The rail freight hub links directly to the Castle Donington freight line, which provides access to major UK ports such as Southampton, Felixstowe and London Gateway.

Extensive road improvements designed to give the best possible connectivity

East Midlands Gateway is close to the very centre of England and its proximity to the M1 providing easy road access to the whole of the UK and it borders East Midlands Airport – the UK's second largest freight airport. A partnership with Highways England and other highways authorities means there will also be £35 million of road improvements associated with East Midlands Gateway, including better connections at Junction 24 and Junction 24A of the M1.

Below are some of the hidden costs in warehousing and storing your own product which can help you weigh the cost benefits of using a fulfilment company.

Here are the top 7 hidden 'profit hoovers' of a DIY fulfilment solution

1. **Holding stock takes up space. Have you calculated the cost?**
2. **How much value do you put on your time?**
3. **Is your inventory management accurate?**
4. **Are your packaging costs competitive?**
5. **Are you getting the best mailing prices?**
6. **Are you accurately costing your fulfilment or just guessing?**
7. **What's the lack of expertise costing you?**

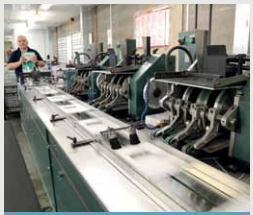
If you want to read the full article visit **www.spatialglobal.com/7-hidden-costs**

Our fulfilment team spends their days on one thing and one thing only

Managing your own fulfilment can provide additional control and comfort but there are many hidden costs that you will need to take into account when evaluating your options. Using an outsourced fulfilment provider like Spatial Global will reduce your costs and help improve your efficiency with proven systems and processes. **If you want to know more then please request our free audit.**

FREIGHT FORWARDING

Imports and exports to and from anywhere – including project cargo.



MAIL & COURIER

Mechanical and manual postal fulfilment, including data management.

E-COMMERCE

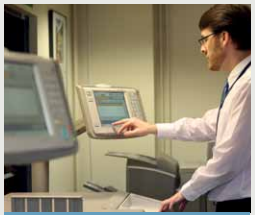
Tracked and untracked global delivery solutions for e-retailers and others.

FULFILMENT

Storage, pick-and-pack and added-value services for publishers, e-retailers, etc.

WAREHOUSING & LOGISTICS

Including customs warehousing/storage and logistics/distribution.



ADDED-VALUE SERVICES

A wide variety of additional support services for freight, mail and warehousing/logistics.

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