

## ***JJ Bartletts***

### ***Haulage Exchange Case Study***

The Bartlett family has been running haulage businesses in Coventry for forty years. In fact Neil Bartlett celebrates 40 years in the tipper business this year. Son Joe, wanting to move out of tippers and onto bigger articulated vehicles 'having done his training with his Dad', is celebrating 20 years as a general haulier in 2008.



Joe has built up his business from one artic sharing the main site with his father's tipper and bulk gravel and aggregates business on the outskirts of Coventry. His fleet now comprises 14 artics, 30 trailers, a mixture of bulkers, flats, curtainsiders and boxvans, two sprinter vans and three 7.5 tonners. JJ Bartlett is very much a general haulier with UK work representing 85% of the business. International haulage makes up the remainder of the work.

"Coventry, says Joe, is still as good base as there is plenty of work even though manufacturing has declined locally. Competition has increased over the years but we still have managed to build the business."



Joe is no stranger to using Freight Exchanges. He has used them for backloads in the past. But has seen them as very hit or miss! Not so with Haulage Exchange. Having seen it advertised and recommended by other members, he has been a regular user for over a year. Joe uses Haulage Exchange mostly for backloads. Joe and his traffic team find it very easy to use. "It is self explanatory," adds Joe. "We can also

talk to loads manager Luke Davies if we have a problem. He even rings us with a load he thinks fits our profile of work." This relationship is very important to the success of Haulage Exchange for JJ Bartlett.

Through this relationship JJ Bartlett has developed some good contacts and they often ring in direct now. Even though backloads are the key focus Joe says if we have a job cancelled on us we put the vehicle's availability on the site. The success rate of getting backloads and placing traction on Haulage Exchange is very high for JJ Bartlett and they see it as a major benefit to the business.

Joe is not looking to expand but manage the existing workload effectively and run a 'tight ship'. He still works with his father, Neil. Joe has kept his offices in the same building as his Dad and moves all the pre-packed and bagged aggregate for his father's business. The strong family history looks even stronger today as both businesses reach major milestones.



Haulage Exchange is a trading division of Transport Exchange Group Ltd, which specialises in the development & operation of real time collaborative trading platforms & associated services for the European transport industry. Transport Exchange Group delivers fully supported and managed online services for the transport sector, which enable businesses to realise the synergies that exist when organisations work together. Transport Exchange Group provides the framework & venues for successful online marketplaces, as well as the mechanisms for ensuring that inter-company transactions are conducted seamlessly.

**Haulage Exchange** (<http://www.haulageexchange.co.uk>)

Real time online trading platform for the haulage industry.

**Courier Exchange** (<http://www.courierexchange.co.uk>)

Real time trading platform for the same day and express freight industry.

**CX Mobile** (<http://www.cxmobile.co.uk>)

A sophisticated, yet affordable & easy to use mobile data service for courier & transport companies.

**Transport Exchange Group** (<http://www.transportexchange.co.uk>)

Europe's largest network of professional freight exchanges and a member of the Fret Alliance.

**Contact Information**

Luke Davies

Haulage Exchange

Website: <http://www.haulageexchange.co.uk>

Email: [luke@haulageexchange.co.uk](mailto:luke@haulageexchange.co.uk)

Telephone: +44 (0) 208 206 6809

Fax: +44 (0) 870 241 2108