



News release
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**BROOKSIDE PRODUCTS strengthen his collaboration
with TRADIMAR to optimize his logistics flows
toward Italy.**

On the occasion of the SEAFOOD 2011 (European seafood exhibition and the associated process), BROOKSIDE PRODUCTS, company specialised in smoked salmon, and TRADIMAR, pole in the seafood industry in STEF-TFE network, have signed a new logistic services and transport contract.

BROOKSIDE PRODUCTS is part of the polish group MORPOL, the world leader in smoked salmon and third in Scotland. The factory in Maryport based in the north-west of England is one of the most important smoked factories in the country.

BROOKSIDE PRODUCTS would like to optimize his logistic process and transport in order to answer at the increasing volumes of products and support his development in Italy.

TRADIMAR will do the upstream transport between the production factory of Maryport and his logistic premises in Bellshill (Near Glasgow in Scotland). The storage and the order preparation will be treated in a positive and negative cold environment (0°C / 3°C and -25°C). For the dispatching to Italy, TRADIMAR will rely on the European hubs of Boulogne-sur-Mer and Milan.

Every year, these are 1 500 tons of fresh and frozen smoked salmon that will be send to Italy. 5 points of delivery will be served each day (Retailer).

To guarantee traceability throughout the service and provide a follow-up of the deliveries, TRADIMAR bring an optimized logistic answer in relying on performing information system and exclusive internet services (e-stock, e-order, e-recall...).

Alex Irvine, Commercial Manager of BROOKSIDE PRODUCTS declare: « *to support our development in Italy, we have chosen to rely on TRADIMAR, a reliable provider listening to our commercials and logistics needs. TRADIMAR had found out a way to offer us a strong partnership relation with full global services in logistic and transport under temperature controlled. The continuity of his european network is one of his big strength too* ».

Key figures of TRADIMAR in United Kingdom

- 4 sites
- 1685 m² of warehouse
- 600 m³ of storage volume
- 220 customers : 184 Retailers and 52 wholesalers
- Services :
 - UK Transport 42% (Seafood products: 35%; frozen: 2%; chilled & ambient: 3%)
 - Export Transport 53% (Seafood products: 45%; frozen: 7%)
 - Logistic services: 5% (Of which storage in the coldstore: 3%)
 - Information Systems Associates (WMS to consult in real time the pallets stocked in the coldstore)

About Tradimar

TRADIMAR is the European network of transport and logistic services of the STEF-TFE seafood products. It's positioned on all production area from the North of Europe to Mediterranean countries. With 20 dedicated sites, a daily presence in 150 harbours and 21 airports in Europe, TRADIMAR have the collection network of seafood products the more dense in Europe. Proposing a know-how in the control of national and international flows as well as a complete range of services for lively or transformed products, chilled or frozen. Tradimar rely on 1 200 employees divided in 8 countries (Germany, Belgium, Spain, France, Italy, Portugal, United-Kingdom, Switzerland) and a fleet of 450 vehicles. Every year, these are 850 000 tons of goods which are treated.

About STEF-TFE

STEF-TFE is the European specialist in the under temperature controlled logistic (-25°C to +15°C). The Group offer a full range of solutions in transport, logistic and information systems, for all food processing products as the most delicate products. His logistic system represent a network of 215 refrigerated sites and a fleet of 2 000 self-owned vehicles specifically equipped for the processed products for the fresh and frozen industry, and the picking products (seafood products, fruits and vegetables, flowers). The Group have 14 000 employees in 8 countries (France, Belgium, Spain, Italy, Netherlands, Portugal, United-Kingdom, Switzerland) and have a subsidiary in Tunisia for his Maghreb activities. Its customers are in four large categories: producers, distributors, wholesalers, catering sign. STEF-TFE has make a turnover of 2 057 millions of Euros in 2010.

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