

## THE WAREHOUSE IS OUR SHOWROOM



"Our warehouse is our showroom, this is where we bring our customers!" said David Kendall, General Carrying's Victorian state manager.

General Carrying's desire to enhance its warehousing storage capabilities in order to meet plans of ongoing expansion as a 3PL service provider meant the company needed to find a business partner who could assist them in achieving this.

The company wanted to break the mould by not going with the standard warehousing business partners, so management identified several characteristics they demanded in a business partner.

General Carrying began in 1995 in Sydney as an interstate transport company, and through a process of natural development, investment in infrastructure and good business planning, it has expanded into all Australian capital cities and now provides a full logistics service, including:

- Import and export.
- Container cartage.
- National warehousing / 3PL.
- National transport and distribution.

General Carrying sees the next five years as a time of growth, with plans to partner with international brands.

### The right business partner

The company wanted someone who could provide;

- High-quality storage equipment at a competitive price (meeting AS4084-2012 and the more stringent European/FEM standards).
- A practical commercial attitude.

- A robust product that can cope with the rigours of a busy distribution centre.
- Ability to deal directly with the national supplier.
- Good personal relationships and customer service.

"Stow Australia ticked all the boxes," said David Kendall. "Stow's European pedigree and local knowledge enabled it to design storage solutions that are flexible and 'future-proof'.

"Stow was able to apply its design expertise across our distribution centres nationally, enabling us to have consistently structured operations, simplified maintenance process and one supplier – which is all good for the bottom line."

### The product we need with European quality

Stow racking is European designed and manufactured, to the same consistently high standards throughout the world. Stow is an ISO 9001-compliant manufacturer. On top of this, all steel is put through three stages of testing before it enters production to ensure no inferior product enters the plants.

### A philosophy of personal relationships

While product and price is always important, both Stow Australia and General Carrying have a philosophy of building business through a foundation of good and mutually beneficial relationships – the value of personalised service can never be understated.

**For more information call 13 Stow (13 7869), email [sales@stowaustalia.com.au](mailto:sales@stowaustalia.com.au) or visit [www.stow.com.au](http://www.stow.com.au).**

