

‘Scanned and Delivered’

If you don't know what a QR code is now's the chance to find out!

LogiCare, the logistics operation within the WasteCare Group providing transport and distribution services, have just taken delivery of 25 pillarless curtainsided trailers from Lawrence David all of which have a rather large QR their across their rears!!!

A QR (Quick Response) is a code that, once scanned on a smart phone or similar device, will take you to any website or any kind of data directly. It's one of the most popular types of two dimensional bar codes. It's modern. It's progressive. And, it's now on the back of 25 LogiCare trailers.

We spoke to Peter Hunt, the Managing Director of the WasteCare Group based in Leeds, about the business.

The WasteCare Group started in the late seventies recovering silver from discarded photographic materials. WasteCare is principally the waste management and recycling arm of the business whilst their more general transport and distribution services are concentrated under their LogiCare brand.

WasteCare offer full environmental compliance and are regulated by, amongst others, the government body DEFRA and EA. WasteCare are capable of re-cycling all types of waste including food and catering materials, electrical materials, batteries and chemicals and so on.

LogiCare offers a full range of transport and distribution services and can provide both dedicated and shared warehousing and distribution throughout the UK.

Their combined fleet is consists of 50 tractor units, some 170 curtainsided trailers and 90 rigid units. In addition they also operate a number of smaller vans. The tractor units within the Group, working with around 100 of the trailers, are used primarily within the LogiCare logistical operation. The tractors cover between 120,000 and 150,000km each year with the rigids covering around 90,000km.



All the transport equipment is purchased outright and disposed of after 10 years service although, half-way through their service life, they will undergo major refurbishment. The Group have 11 sites strategically placed throughout the UK from Livingston to Wessex to serve their customer base and offer a one-stop shop solution to waste management and waste recycling.

They also own WeeeCare Plc the UK's favourite weee compliance scheme, PackCare, specialising in industrial packaging reuse and BatteryBack (a joint venture with Veolia), Britain's largest battery recycler.

In purchasing 25 new Lawrence David trailers the LogiCare operation is expanding. This operation basically carries dry freight (drinks/foodstuffs) between manufacturer and retailers RDCs.

From their head quarters in Leeds Peter Hunt said "it is the intention to upgrade our fleet over the next 2 or 3 years so that we have both a younger fleet and a more consistent specification within the fleet. Although times are not easy, as a business, we cannot afford not to invest and we have both the financial muscle and financial resource to do just that".



When asked about the year just gone and the New Year Peter Hunt went on to say "2011 was a very tough year but during the period we adjusted our business model to the circumstances. I am more confident about 2012 as we have strong foundations and a lot of experience under our belts after last year"

Spending about £1.5 million a year on fuel, diesel prices have to be a concern.

Peter added "fuel prices are, of course a concern, but the general economy is a bigger concern at the moment. As a business, we are not immune from the larger economy but the businesses we serve are holding up quite well"

So why Lawrence David?

"We've not dealt with Lawrence David before. They came to speak to us and invited us down to their factory in Peterborough. I was impressed. They have a very good product. I liked their business style and they are passionate, as I am, about customer support and customer service"

So why QR?

“Why not? No one else has done it. It’s bold. It freshens up the vehicle. It’s different. And, if nothing else, it reflects the fact that we are a modern, forward thinking company. And, by the way, we can measure how many hits we’ve had from each QR. On the first day, with just one trailer on the road, we had 15 hits on our site that originated from this one unit. From little acorns mighty oaks do grow, don’t forget”

Andy Dodge, Sales Director at Lawrence David, said....
“Companies like LogiCare are a pleasure to do business with. They are straight talking and know what they want.

They wanted trailers that met their exacting safety and environmental standards. We were able to meet those demands in supplying our pillarless trailers with load bearing curtains and, as such, were able to supply them with a cost effective solution that met their requirements.

Applying the QR to the back of the trailer was a surprising request.

LogiCare provided us with their QR code and from that we could use our graphics system to generate the QR pattern internally. We then produced the ‘wallpaper transfer’ and fitted it to the back of the trailers.

And it works fine. I’ve tried it, and it takes you directly to the WasteCare Home page



www.wastecare.co.uk