



Opinion

“We manufacture a quality product at a competitive price but, without effective distribution, we’re an easy target for our competition.

EFM manages our national distribution in a way that helps maintain our market-leading position. Also, their definition of ‘personal service’ is one that more suppliers should read.”

B A, Customer Service Mgr.

“As the leading national supplier of printed labels and tags to pharmacies, we needed a freight system that could service that market comprehensively and economically.

Printing is a commodity that sees a constant stream of competitors trying to ‘knock-off’ any major supplier. Beyond selling a good-quality product at a competitive price, we have to deliver it that much better to keep our customers.

Since 2001, EFM has done just that, managing our freight to our national distribution centres in a way that has helped us maintain leadership in what is a highly aggressive market.

With customers that include the major national pharmacy groups, nothing can be left to chance and EFM’s approach always ensures there’s a fall-back plan. If things go ‘pear-shaped’ with one of the carriers or we encounter a spike in demand for any reason, EFM identify the problem; deal with it, and provide feedback all the way through the process.

I’ve dealt with companies that ‘talk’ personal service, it’s refreshing to work with one that actually provides it.”



Effective
Freight Management

Logistics with Intelligence