

## The Great Fuel debate

The most important UK freight debate has been raging for the past eight months, in particular. Many people can't understand why the Government refuses to help an industry clearly in crisis. You decide...Here are some facts;

- Fuel is the biggest cost for every UK based haulier.
- Despite scrapping the planned Autumn 2pence/litre duty rise, fuel prices will continue to rise weekly.
- In 2007 UK fuel taxes raised almost £30.5 billion and accounted for 68 % of fuel prices at the pumps.
- Regular strikes in anger at current fuel prices continue in many EU capitals.
- Only the French Government are sympathetic. French President Nicolas Sarkozy has recently proposed an EU-wide reduction in fuel VAT, and has agreed to grant temporary fishery subsidies.
- The European Commission suggested that tax cuts would signal to oil companies that European states were willing to absorb rising prices by agreeing to cutting taxes and running higher budget deficits, at their own cost.



- Shell and BP have just published an estimated £7.2 billion in real pre-tax profits in the first quarter of 2008, however;
- The major oil companies state that their current rise in profits is due to 'increased sales of retail goods', rather than extra fuel revenue.
- EU ministers are holding firm in their willingness to reduce emissions and keep fuel taxation 'green'. By that do they mean unrepresentatively high?

Freight companies are likely to opt-in for alternative energy vehicles, like the Smith electric 'Newton', a new zero-emission alternative.

Graylaw understand that we have an obligation to reduce our carbon footprint. We are also mindful of the current fuel price issues. However, we don't want to be seen to be 'Greenwash brushing' – Just paying lip service to ecological issues without doing something really positive.

Our current branding, through our 'animal' themed imagery allows us to balance our carbon footprint with a commitment to wildlife conservation. Our senior management and staff have opted to fully commit to a series of gruelling 'volunteer' initiatives within UK based zoos. Look out for the pictures in forthcoming Graylaw Newsletters!

# Graylaw Freight Group



Issue 2

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We deliver - for you and your customers

Over 10,000,000 consignments handled with care!



“ Since our flagship Garden Centre opened, Graylaw have shipped all of our goods to the Isle of Man. Their excellent service standards are pivotal in the safe transit of our time-sensitive, often fragile products. ”



Martyn Riley  
Proprietor,  
Eden Park Garden Centres



## Skelmersdale Contacts

### Customer Services

Carls Green, Liz Hughes, Claire Wilson

### Isle Of Man Operations

Stev Evans, Kevin Hegarty, Lynne Hegarty, Miles Fairclough, Peter Brannigan, Nathan Chinn, Stuart West

### Irish/Channel Islands

Mike Dawson, Graham Brown, Rebecca Brett, Marc Howard, Beely Urquhart

### European/UK Express

Kevin Hill

### UK/Scottish Deliveries

Jennie Bayliss, John Tyson

### Group Sales & Operations Manager

Nick Green

### Managing Director

Sara Boyd

### Chief Executive

Harry Hill

T: 01695 729101

## Graylaw Freight Group

We deliver - for you and your customers

Market leaders to the Isle Of Man



01695 729101

www.graylaw.co.uk



### Summer Drinks

Graylaw became the premier drinks supplier for Coca Cola at the British Open



### Irish focus

The latest news and a brief insight into the workings of this beautiful and laid back Island



### Free Chocolate!

See the special insert to order your free quality chocolate, courtesy of Graylaw and Lindt!



Sara Boyd, M.D.

## Director's comment

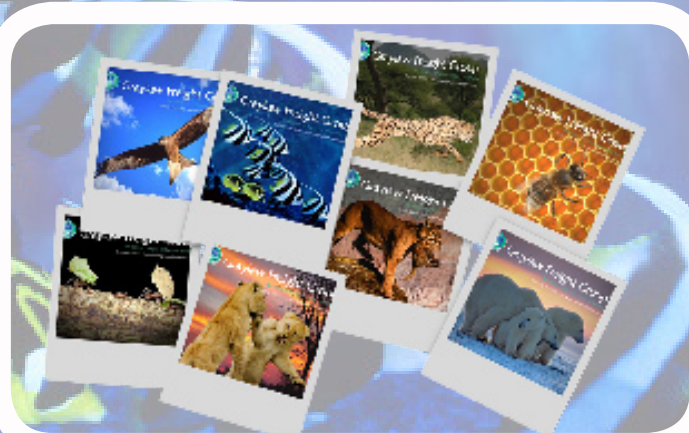
Welcome to the latest edition of our customer newsletter. Recently we launched our new website which will soon provide our customers access to their own job data, including an on-line POD this is in addition to our new XDA signature capture system, further evidence that Graylaw remains dedicated to providing an unsurpassed level of service and efficiency. I have successfully completed my MBA through Oxford which is a great relief and sense of achievement for both me personally and the company. (All this on top of getting married!) We were also extremely pleased when our award winning customer services department received the results of our recent customer survey, where 98.2% of customers interviewed stated they would recommend us to others and as most of work comes from recommendations - this was a really satisfying result in our continued commitment to going from **good to great!**

“ We have utilised Graylaw services for all our drinks deliveries to the Isle of Man and other UK destinations, including to the recent Birkdale Open, Tatton Park Flower Show, Leeds festival and Cadwell Park. We have been impressed with the exemplary levels of service and care shown to our products.”  
**Coca Cola Distribution Manager**



Recently Graylaw introduced colour graphics to a number of our vehicles. This was to further promote our new image, and in an attempt to stem the boredom of other UK motorists.

Continuing our 'animal' theme, we are very proud to unveil these visual statements which re-inforce our commitment to animal welfare. Our re-branding strategy is well under way and we look forward to bringing you further news as this exciting exercise is delivered through our fleet of quality vehicles. Keep a look out on your travels, because one day you might be sitting in traffic alongside a two metre tall bee!



## Graylaw News



Welcome back to our IoM Sales Director, Peter Jenkinson, who is now fully recovered from his illness and is back to his usual 'workaholic' self.



Congratulations to Sara Boyd (nee Hill), Managing Director, who wed her partner Rudi on a glorious Gleneagles day on June 14th this year.



Eden Park entrusted Graylaw to **Handle with Care** the safe transit to the IoM of some of the world's most valuable plants.



In July, Graylaw became the major freight supplier of drinks to the British Open in Birkdale.

## Focus on Ireland



Mike Dawson and his experienced team have been carefully transporting goods to and from Ireland for over ten years. Customers benefit greatly from the knowledge and stability that our well-established team brings; we are able to build close relationships with our clients, enabling us to ensure that we are aware of their every need and service those particular needs accordingly. Our ever-expanding client profile covers a wide spectrum of businesses, so we have a vast experience of transporting different types and sizes of goods.

Whilst we might be delivering time-sensitive medical goods in Northern Ireland at 7.00am in addition to automotive parts to Dublin and Belfast at 8am every day, our depots in Templepatrick and Ashbourne are busy loading up everything from handbags to sandbags for delivery nation-wide. The size of fleet and variation of vehicle available to us ensures that we are able to undertake any kind of delivery - be it a parcel to a private address or a full load to an RDC, 7 days a week, 52 weeks a year. Many of Ireland's roads are narrow and the through routes are heavily used by traffic, meaning that travel times are longer than you may expect. Whatever your Irish transport needs, rest assured, Graylaw have the ability to deliver. Like the UK, Ireland became a member of the EEC in 1973, unlike the UK, Ireland adopted the Euro in 2002.

