



The professional grower's choice

21st January 2011

WILLIAM SINCLAIR EXPANDS DISTRIBUTION AND STORAGE FACILITIES AS GROWTH RATE ACCELERATES

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media, announces that it has opened a new satellite distribution depot in the Midlands.

The new depot, which is being provided by supply chain providers The Canute Group, reflects both the rapid growth of William Sinclair and the 50% increase in stock that William Sinclair has laid down compared to 2010.



Reflecting the close working relationship between the two companies, Alan Ringrose, Canute's Transport Manager, is now located within William Sinclair's operations to provide specialist support alongside William Sinclair's own distribution team.

In addition, following the introduction of summer manufacturing by William Sinclair, the company has also increased the acreage of its own storage capability at the company's factory near Carlisle.

Danny Adamson, Managing Director, William Sinclair – Retail, commented.

“The busy spring growing season is right around the corner and we are expecting 2011 to be a year of unprecedented demand for our high quality media.

“With our total focus on customer service we are finalising our distribution plans as we aim to surpass our clients' expectations. As part of our planning the Canute Group, who are a key partner in our logistics operation, are working closer than ever with us with regard to delivering our products where and when our clients need them.

“The belief the Canute Group has in William Sinclair's growth strategy is greatly valued and with the bunching together of public holidays over the Easter period there is no doubt that this will be one of the busiest seasons for William Sinclair - a challenge that we are more than ready for.”

For further information:

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