The term is used to describe the management of the flow of goods. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption. Interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain.

One of Ireland’s leading supply chain management companies is Pulse Logistics and for this month’s edition of Irish Trucker, we profile the Irish owned firm.

Headquartered in Clonmel, Co Tipperary, the company also has three other solution centres in Cork, Longford and Clonshaugh, Dublin. Up until two years ago, the company was better known as Flancare, but a takeover by the Total Produce Group resulted in the business being rebranded as Pulse Logistics.
The Total Produce Group has a market presence in 24 countries across the world with over a 100 facilities employing 4,000 people and they are the world’s largest importer and exporter of fresh produce. However, Pulse Logistics remains a wholly owned Irish Supply Chain Management company its services include Distribution Centre, Logistics, Transport and Distribution, Warehousing, Value Added Packaging, Pick & Pack, Account Management and Reporting.

Pulse is headed up by Jason Bushe – Managing Director, Kieran McInerney – Business Development Manager, Matt Milling - Operations Director, Kieran Myall – Finance Director, Barbara Ryan - Human Resources Manager and Brendan Bailey – Transport Manager. Indeed, experience is rife through the company and the senior management team alone has over 100 years’ experience between them.

The company’s fleet comprises of 26 Artics, 15 Rigid, four Vans, 80 trailers, box and curtain sided. Pulse Logistics are always willing to place significant investment in new fleet and rebranding.

The modern fleet is all monitored using Fleetmatics GPRS tracking, while Geofencing is used to ensure delivery routes are maintained.

Their client list is a who’s who of top businesses in Ireland and they include Dunnes Stores, Heineken Ireland, Allegro, L’Oreal, Brandshapers, Valeo Foods, Kelkin and Philips to name just a few.

With an annual turnover of €20 million, it proves that...
Pulse Logistics is a leader in its field of expertise. Throughout Ireland, the company delivers to 10,000 customer delivery points from the four hubs strategically placed in Clonmel, Longford, Cork and Dublin. The two former locations Clonmel and Longford are Customs & Excise bonded facilities and are accredited with ISO 9000 and the Irish Medicines Board (IMB).

Warehousing is a big part of the business and in Clonmel they have the capacity to house 35,000 pallets, while the facility in Longford can cater for 15,000 and Dublin holds 3,000 pallets.

In an effort to reduce warehouse management costs, Pulse Logistics use a vigilant pro-active system Liquistat WMS called Wellington for their in-house clients.

State of the art tracking systems are in place to monitor all goods that are in the care of Pulse Logistics and the customer can track their order along the supply chain.

Pulse Logistics is a member of ECR (Efficient Consumer Response) and FTAI (Freight Transport Association of Ireland), IRHA (Irish Road Haulage Association, Repak and Green Freight Europe.

Pulse Logistics’ environmental targets include reducing its amount of landfill by 12% by the year end, while energy is to be reduced by 8% during the same period.

In transport, the target is to reduce by 10% through the appointment of GM Distribution. Fleet Efficiency sees investment in new fleet with increased fuel efficiency tractor units and more energy efficient box trailers.

The installation of speed limiting governors helps with speed reduction and sees the vehicles become more fuel economical.

Driver Behaviour is also a big concern and data analysis of individual driving patterns and retraining where necessary is carried out. Ongoing Driver assessment programmes to improve techniques is also common place within the company.

Pulse Logistics’ mission statement and vision sums up what the aim is on a daily basis. ‘To provide our customers with best in class logistics and supply chain solutions they can believe in and depend on, to allow them to focus on other aspects of their business, safe in the knowledge that the services we provide are dependable and in safe hands’

Our Vision: “To be the biggest, best and preferred indigenous service provider of logistics and supply chain solutions on the island of Ireland. We want to continue our reputation for flexibility, dependability and cost efficient solutions”

Best Wishes To Pulse Logistics, From

Wrapite Packaging Limited is making eco-friendly packaging commercially viable for Irish industry through the development of their new six micron EcoWrap pre-stretch pallet wrap.

The quality and strength of the packaging alternative reduces units costs, packaging waste and the risk of health and safety issues such as back injury. It will save thousands of euro per annum and allow greater competitiveness for the industry.

www.wrapite.ie

Delighted to be associated with Pulse Logistics

Continued success to Pulse Logistics, from

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