

CASE STUDY



Logistics company with global networks helps fellow NEAA member with time-critical shipment

ThinkPrime was able to call on its experience and operating procedures with HM Customs to speed up a parts delivery for GT Group which was held at customs.



"We had a parts delivery from China by sea freight which was advised as delayed so we had to air freight parts from China to ensure we kept our customers production running. The air freight parts were delayed by customs in Heathrow and our carrier was struggling to get any information on when parts would be released. Via the NEAA Trade Group, we were advised to talk to ThinkPrime who immediately tried to support us in getting the parts released. They were very helpful and gave us many contact options. Eventually we got the parts released and through this we gained ThinkPrime as another option for Speed Freight and have since used them again. They are easy to work with and keep you informed all the way."

Tim Jayes / Managing Director / GT Group



"We were more than happy to provide specialist support to the GT Group when a recent Time Critical shipment stalled in Transit and have since enjoyed working with them on other Critical movements. ThinkPrime are always available to offer guidance on any Global Supply chain issues and want to be there to support all our customers and fellow NEAA members when needed."

Paul Knight / Head of Sales / ThinkPrime

Background

ThinkPrime, a global logistics company with a UK base in Newcastle, are proud members of the NEAA and actively participate within the NEAA Trade Group.

GT Group, who develop and supply world-class products to the automotive sector, are also an NEAA member. The company reached out the NEAA when they were facing delays to a time-critical shipment from China.

Having a solid understanding of ThinkPrime's service and capability offering, NEAA Account Manager and Trade Lead, Rohan Kohli, was able to connect the two businesses together.

Approach and Solution

Although ThinkPrime did not carry out the urgent shipment from China through to GT Group's plant in Peterlee in the North East of England, they acted on GT Group's behalf with HM customs to see why goods were held at London Heathrow and where customs clearance could be expedited.

ThinkPrime were able to utilise their management and operating procedures with HM Customs to provide some additional information on why GT Group's important parts were held. As a result of ThinkPrime's pro-activeness



and checking with various custom units, this meant the shipment was eventually released for delivery.

Outcome and Advantage

- ThinkPrime was able to lean on experience and processes to help a fellow member of the NEAA.
- GT Group was able to continue production for its customer as a result of ThinkPrime's intervention.
- ThinkPrime has since handled a number of GT Group's urgent and time-critical deliveries from China, Europe and the USA.
- This NEAA introduction has proved advantageous for both members and has initiated a continued working relationship when needed through ThinkPrime's offices in the UK and ASEAN region.

• networking • business excellence • skills & training • sector voice • innovation • collaboration • promotion

E enquiries@northeastautomotivealliance.com W northeastautomotivealliance.com