

# White Horse Energy expands to Italy



## Background

Cirencester-based White Horse Energy has over nine years of experience delivering high quality, kiln-dried wood and pellets - Firepower Pellets - to over 20,000 clients across the UK and needed to appoint an exclusive logistics partner to handle their deliveries.

## The brief

White Horse Energy was keen to expand into Italy which is the largest domestic pellet-burning nation in the world. A partnership with Palletways Italia has allowed White Horse Energy to export via Palletways' network's 110 members and its three transport hubs across Italy

## Our solution

Stuart Fitzgerald, owner of White Horse Energy, said: "We're delighted to start our new distribution service to Italy which opens-up a new chapter for our business. We've a long-established relationship with Palletways and they've provided the technical expertise required to move our product across the continent. The new service is practical and quick as we supply our customers in Italy with kiln-dried wood and pellets directly to their homes.

"When we started to sell online in the UK in 2008, pallets were considered a standard for the B2B market but deliveries of palletised freight to private addresses was rare. This new opportunity to take our services into Italy is very exciting for White Horse Energy, especially given Italy's burning interest in outdoor fires."

Mike Harrison, Palletways UK Operations Director, added: "Palletways is in the business of using our industry-leading approach to innovation and technology to benefit the aspirations of our customers to export to new markets. We're proud to provide White Horse Energy with a helping hand into the Italian market through our network and software systems. Our commitment to innovation is one of the reasons why we are Europe's number one palletised freight network."

The new delivery service integrates Palletways shipment and orders software into White Horse Energy's information systems. This innovative use of technology means the shipment is prepared immediately after the order is made. As a result, the customer can decide exactly when to receive their order and track it's progress.

for more information

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