

**Issued on behalf of Onward Holdings Ltd****Date: March 2017****Ref: PR64a Total logistics + marketing solution****EASY STEPS TO TAKE BUSINESS FROM RESEARCH TO MARKET**

For 2017, Onward Holdings Ltd and Allott and Associates Ltd will be building on their long, successful association in order to offer their respective clients a combined marketing and logistics solution. The close relationship between the two companies, will make it quicker and easier for goods to reach targeted customers than was previously possible.

The strategic combination of Allotts' 360° marketing services with Onward Holdings' prime warehousing and dispatch capabilities makes this a perfect solution for firms seeking slick solutions to the promotion and distribution of their goods. Getting products to market as effectively as possible is at the core of this latest development.

The initial idea, brainchild of Neil Storey, managing director of Onward Holdings, includes a few short steps for companies to get their products 'out there'. Firstly, clients will be able to accurately inform themselves about their chosen market thanks to initial market research conducted by Allotts. They then would have the option to boost their presence in their marketplace by adding a layer of targeted product marketing if desired.

Secondly, once they have spread the word and sales are flowing in, they can then pass subsequent product storage, order processing, stock management and dispatch, into the capable hands of Onward Holdings who will make sure all goods arrive safely at their destination. Minimum work and maximum return for the client is envisaged. Clients will know they are in experienced hands and will have an end-to-end service for their goods.

Allotts, which has a client base ranging across the packaging, labelling, printing, engineering, food, security, waste management, plastics and corrugated industries, has over 20 years' experience of providing effective marketing solutions to help its clients optimise their business opportunities.

Onward Holdings meanwhile, offers highly competitively priced warehousing and distribution centres positioned perfectly for easy access to the major transport routes M1, A1 and M62. It offers a range of logistics options to suit most budgets, together with additional value-added warehouse services.

PR62 Total logistics + marketing solutions continued:

Onward Holdings' managing director, Neil Storey commented: "We are delighted to add this extra dimension to our business. It has the potential to really boost opportunities for companies wishing to get a foothold in the UK market or those established businesses looking to optimise their distribution network in the North. We are very much looking forward to working with Allotts and being able to give our customers an outstanding, end-to-end service for their products."

The family-run company, has recently adopted Open WMS, a specialist warehouse management system at its site in Castleford, West Yorkshire in order to streamline stock taking and shipping processes, to improve productivity by freeing up staff to concentrate on other duties and to maximise space utilisation.

OpenWMS is a highly accurate, configurable warehouse management system for both Third Party Logistics (3PL) providers and for owner-operated use. It creates a complete supply chain management solution suitable for a wide range of products including food and drink, packaging, electronics, IT equipment, homewares and office supplies.

Onward Holdings provides 21st Century solutions for businesses seeking warehouse space that will control their costs. OpenWMS will help optimise vehicle loads and routes, enhance picking/dispatch accuracy and timeliness as well as improve job costing and yield control.

The total benefits to clients of the collaboration will certainly be greater than the sum of its parts. Firms wishing to establish themselves in their chosen market would be able to select a 'research to market' option that is backed up with the latest technology and know-how.

For further information contact: Onward Holdings on 01977 614007 or Allott and Associates on 01423 867264.

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Background

Onward Holdings is a fourth generation family-run business founded in 1930 which is renowned for developing and operating warehousing and industrial units. This includes the provision of bespoke or shared multi-sized warehouse facilities in the M62/M1/A1 corridor of West Yorkshire.

In addition to offering warehousing and fulfilment services at its sites, the business has developed a former coal mine near Barnsley into a gleaming new retail park. ONYX Retail Park, comprising 17,500 square feet of retail space, is based in Wath-Upon-Dearne and is located at the former Manvers main colliery, an area of major regeneration.

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