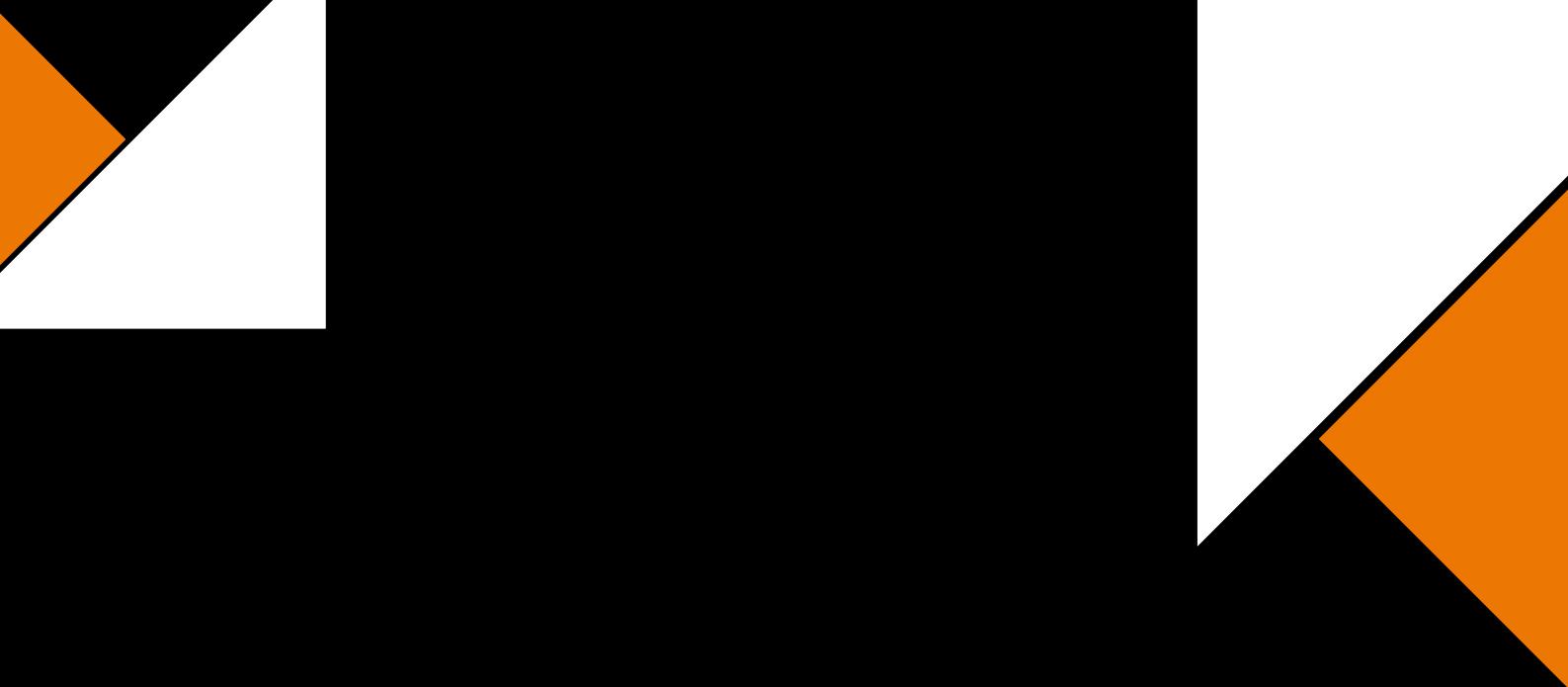




OPTYX

L O G I S T I C S

› FULFILMENT WITH CLARITY ‹



» CONTENTS «

WHO ARE WE? 3

WHY PARTNER WITH A THIRD PARTY LOGISTICS (3PL) PROVIDER? 4

WHAT DO WE OFFER? 5

HOW DOES IT WORK? 6

WHEN CAN WE GET STARTED? 7

› WHO ARE WE? ‹

We are a family business with a combined **50 years** experience within the logistics, distribution and fulfilment industry. From working on the shop floor, to running 2 million sq/ft distribution & manufacturing premises for global industry leaders, we really have done it all and are passionate about our craft.



Dean Ellis
General Manager

Graduating Cambridge University (several years ago now) I dived into the manufacturing and automotive industries; holding management positions with DS Smith & Lucas. This was before joining Caterpillar's Logistics division, overseeing a 2 million sq/ft manufacturing & distribution centre for over a decade.

After this I held a General Manager role and ran a site for another global logistics company on their Apple contract. I'm well versed in financial, commercial, operational, compliance and improvement concepts (you name it, I've done it) and am now bringing my wealth of experience as guidance to the business.



Edward Ellis
Head of Operations

Since leaving University in 2018, I have been working in logistics and worked my way through the corporate ladder with several global companies. I specialise in Technical & E-Commerce logistics, holding management roles within operations for; Apple, Microsoft, Samsung, Universal, Pokemon & Shipwire. Most notably, having the honour of planning & leading album releases for the largest music artist on the planet - Taylor Swift!

I have also launched an e-commerce company previously, starting a brand and taking it from an enjoyable past-time, to being distributed in high street stores nationwide within 2 years.



Robert Ellis
Head of Sales

Leaving University in 2022, I initially joined DHL as a graduate and quickly rose to managerial positions within transport operations. Whilst enjoying my time I wanted to diversify my skills and so joined a market leading quality & compliance software developer as a Business Development Specialist.

The sales world is where I have excelled, achieving global accolades within the company and handling high profile leads. Combine this with my operational exposure, and I'll be sure to help you with any queries to point you in the right direction for your fulfilment needs.

> WHY PARTNER WITH A THIRD PARTY LOGISTICS (3PL) PROVIDER? <

Whether it be your first time working with a third party provider or you're currently on the lookout for an additional alternative or secondary partnership, a strong relationship with a 3PL works wonders for your business.

The UK E-Commerce market is currently valued at **£242 billion** and is expected to rise to **£375 billion** by 2031. Online sales currently account for up to **38%** of all retail spending with over **50 million** active digital buyers within the UK. A growing market size and shift in buyer habits suggests one thing... competition, and a 3PL can help put you in the best position to win.

Running your own Operation	Partnering with a 3PL
High overhead costs including rent, utilities, hardware, equipment, systems & labour required to store and fulfil your own orders.	Reduced overheads associated with order fulfilment, inventory management & distribution.
Low levels of flexibility to changing demand and high risk / commitment to fixed costs.	Invest in an operation that can flex up and down in-line with your demand to minimise cost and maintain delivery + no fixed long term commitments.
Delays in processing customer orders when your / your team's attention needs to be diverted elsewhere.	Improved & maintained customer lead times, as team are dedicated to order processing. Quicker delivery times helps improve customer loyalty and drive cart conversion.
Less time to focus on marketing, branding & product development leading to stunted growth.	More time to focus on the work that matters in growing your business, knowing that your stock & fulfilment is in safe hands.

"90% OF FORTUNE 500 COMPANIES OUTSOURCE PART OR ALL OF THEIR SUPPLY CHAIN OPERATIONS TO 3PL'S - AN INCREASE OF 46% IN JUST 10 YEARS"

> WHAT DO WE OFFER? <

We've seen the good, the bad, and the ugly when it comes to the industry. That's why we've tailored an offering that filters out the latter, so you can have peace of mind.



Warehouse Storage

Our brand new warehouse serves as a secure and safe space for your products. From gated access, to 24/7 camera surveillance and full insurance, we will do everything we can to keep your units safe & sound.

Order Fulfilment

Our team are experts in operational processing and will ensure that your customers receive the very best service. From packaging & presentation, to meeting your cut-off deadlines, we strive to make every customer experience one to remember.



Progress Visibility

We believe you shouldn't be left in the dark with your operations. That's why we provide 24/7 portal access so you can see the status of your operations. Track volumes, orders and inventory all in one place.

Customer Service

We're here for you and your business. You will be provided a dedicated point of contact for any and all queries with your logistics & fulfilment.



Carrier Management

Once your orders are picked, packed and ready to dispatch, we'll ensure our partnered carriers are there to make it happen.

Reverse Logistics

Often the overlooked part of the fulfilment loop but critical to customer relations. We'll take care of your returns processes, grading your returned items, re-aligning the inventory and processing customer refunds.

> HOW DOES IT WORK? <

Establishing a 3PL partnership, switching from your current provider or setting-up an additional operation can be daunting. That's why we've streamlined the on-boarding process to minimise any disruption and provide as much clarity as possible.

STEP 1 Download our Brochure

Head over to our website and take a read of our brochure to find out who we are, what we offer, and how we can help you.



STEP 2 Schedule a Call

A member of our team will be in contact to discuss all things operations, fulfilment & storage to understand your exact needs and wants from a partnership.

STEP 3 Complete Client On-Boarding Form

This is where the fun starts! Our simple & straight-forward on-boarding form will ask for several pieces of information (total product SKU's, forecasted volumes, total pallet storage etc) for us to plan & review your requirements.

STEP 4 Quote & Close

From the information provided we will provide a quote with key rates and storage arrangements. Once agreed we can begin drawing up an agreement (the boring legal bit).

STEP 5 Integration

Our team will work hard in the background to ensure our Warehouse Management System is integrated with your platforms before operational tests can take place (test orders, receipts, refunds etc).

STEP 6 Move In

All systems go! We'll work with you to schedule the best plan of action for transporting your stock to our warehouse for us to receive and store it ahead of go-live. Final in-house tests to take place to ensure everything is in place.

STEP 7 Go-Live

Sit back, relax, we've got it from here!

"83% OF 3PL USERS AGREE THAT THE PARTNERSHIP DIRECTLY UPGRADES END-CUSTOMER SATISFACTION."

› WHEN CAN WE GET STARTED? ‹

We are a new business with big ambitions for the future. We truly believe that we can provide a world class service with a dedication to you that is unmatched in the industry. Phase 1 of our initial build & grow stage is already well in motion.

Our Leicestershire based warehouse, located within the logistics 'Golden Triangle', is scheduled to be fully operational by the **end of Q1 2027**.

PAY AS YOU GO

For smaller businesses getting to grips with fulfilment.

- No Long Term Commitment
- Monthly Charge
- Transactional Rates
- Customer Portal Access
- Dedicated Point of Contact
- No minimum order requirement

CONTRACT

For established businesses looking to expand their operations.

- Fixed Term
- No Monthly Charge
- Discounted Transactional Rates
- Customer Portal Access
- Dedicated Point of Contact
- Minimum 500 orders p/ month

Contact us to discuss your fulfilment needs:

accounts@ptyxlogistics.com
www.ptyxlogistics.com

