

“Genesis provides practical solutions that offer us clear added value” says **Andrew Eberlein**

An Improved Supply Chain Drives Megger Forward

The movement of a company's goods from one location to another can be fraught with complexities. This is why most companies look to outsource to a freight forwarder who can make the process seem straightforward. However, what other qualities do companies look for in a forwarder?

Though many would stipulate price as the most important factor, most would agree reliability and flexibility should not be sacrificed in order to get the best rates. However, at Genesis they believe that there is another ingredient that is responsible for the company's growth since their inauguration in 1986.

For more than a century, **Megger** has manufactured electrical test and measurement equipment and power and wiring applications. It has customers across the globe. The company's products are manufactured at three sites, Dallas, Pennsylvania and Dover, UK.



When it came to assigning a company to look after their shipping requirements Megger looked for a

partner who would deliver the goods (in the literal and metaphorical sense).

Andrew Eberlein, Site Services Manager at Megger, led the search for a new service partner. “When it came to review time we were open minded as we knew that choosing the right forwarder would have positive consequences for our supply chain. Having an expanding sales force located in many different countries meant that we needed a forwarder who could be responsive to our customer's timescales”. He met Ken Howell from Genesis and was impressed with the scope of their services;

“Genesis provides practical solutions that are backed up by a transparent service that offers us clear added value.”

- Andrew Eberlein, Megger.

Genesis was just what Megger was looking for. Having wholly owned locations around the world, supported by a network of exclusive partners, gave Genesis the ability to be in control of many of the shipments door to door. At the same time their proactive approach to provide bespoke solutions allowed Genesis to cater to Megger's specific needs.

Since winning the account Genesis has taken control of all airfreight exports and imports, management of inbound and outbound courier shipments and routed agent deliveries.

One of these specialist services includes a Genesis member of staff working in-house at Megger. This ensures cohesion between the two companies' supply chains, processes and systems. Megger was also keen to have an online booking system that could be accessed from all Megger locations. Genesis' IT department was able to create a bespoke system to do this.



The Genesis team collect an International Business Award.

The employees at Genesis believe communication is the magical fourth ingredient that gives them the ability to find the best solutions for their customers. This asset was highlighted when the company won 'Best Export Communicator' at the UK Chamber Awards and 'Services to Exporters' at the International Business Awards.

Ken Howell, MD of Genesis commented,

“We pride ourselves on having healthy dialogue with our customers. The more we can learn about their requirements, the more we can help them. In fact, in many cases the flexibility of our services comes as a pleasant surprise to our customers.”