



## **SMEG EXPANDS ITS UK OPERATION THANKS TO ITS PERIOD OF ONGROWING GROWTH**

Premium appliance brand Smeg has seen an on-going period of prolific growth and has opened a second warehouse to service increasing demand from UK customers.

The new 30,000 sq ft. complex in Coventry complements the company's existing 120,000 sq ft. logistics base in Portsmouth, and includes plans for further expansion in 2016.

A delivery fleet will also join the Coventry team to form part of a 24-hour logistics operation with the help of state-of-the-art vehicle planning system, Truckcom.

The system allows for faster tracking of customer orders and will speed up dispatch and delivery times, helping customers to complete their new kitchen quicker.

Smeg UK's commercial director Rob Ponting says, *"To keep pace with the growth of the business and the on-going drive to improve the customer experience, it was imperative we looked further than what we have done in the past.*

*We needed to maintain stock availability to 96% and shorten the time from order through to delivery. We have achieved this by opening our Midlands operation, while allowing costs to be controlled through shorter delivery distances."*

**-ENDS-**

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## **About Smeg**

Vittorio Bertazzoni Snr founded Smeg in 1948 when the company specialised in enamelling and metalworking. The name, SMEG, is an acronym for Smalterie Metallurgiche Emiliane Guastalla, which roughly translates as smelting and metal enamelling plant in Guastalla, Emilia.

For over 60 years Smeg has produced a wide range of upscale, elegant domestic designs that include a vast choice of Italian-inspired cooking appliances.

Smeg UK was first established in 1989, and has been supplying premium domestic appliances across the UK for more than 25 years. Drawing on its Italian heritage, Smeg products combine excellent functionality with beautiful design, as well as bringing a real 'fun' factor to cooking. Famous for its iconic fridges, Smeg also offers a wide range of products across the free-standing & built-in cooking, cooling, cleaning and heating sectors, including small appliances such as stand mixers, kettles and toasters, to range cookers, fireplaces and washing machines.

For stockist information, contact Smeg on 0844 557 9907 or visit [www.smeguk.com](http://www.smeguk.com) or [www.smeg50style.com/gb/](http://www.smeg50style.com/gb/)

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