

5th April 2002

AMTRAK'S 'FAIRYTALE' CUSTOMER

The stuff of fairytales is not the kind of thing most people would expect to find in the highly competitive world of the overnight express delivery business but for staff at Amtrak Express Parcels' Telford depot the "little people" are all in a day's work.

Franchisees Rory and Helen Howard don't have to visit the bottom of their garden to find fairies, their Amtrak vans are routinely full of them thanks to a contract with a very unusual client indeed.

The Telford depot collects and delivers hundreds of terracotta fairies to garden centres and other retail outlets across the UK for Shropshire-based Wenlock Pottery. ***"They may be fairies but they are very fragile and the big issue for us is damage during handling and transit,"*** said Wenlock Pottery owner, Mike Hudson.

"They have to be handled very carefully indeed to avoid breakage. A clumsy moment or poor handling can mean every figure is damaged and that can cost us money and customers. Amtrak does a superb job for us. The people at the Telford depot take a great deal of care and as a result our level of breakage is very low".

The Telford depot's "magical" performance for Wenlock Pottery and other customers has caught the eye of Amtrak Express Parcels' senior management who have just named Telford as 'Depot of the Year'.

Helen Howard says there is nothing magical about the Telford performance. ***"They may be fairies but that doesn't help us or our customer get them from A to B in one piece. That is simply down to being professional and taking pride in the work we do,"*** she said.

Release Ends

Notes to News Editors:

Amtrak Express Parcels Ltd., is a dynamic, fast growing organisation that is a major force in overnight parcel collection and delivery in the UK and worldwide. It operates over 100 strategically located depots and more than 1,000 delivery vehicles that cover the whole of the UK. Amtrak is known within the carrier industry for its outstanding quality and value for money and surpasses the BSEN ISO 9002 Quality Standard.

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