



# George Baker

2020 SERVICE GUIDE  
GEORGE BAKER GROUP

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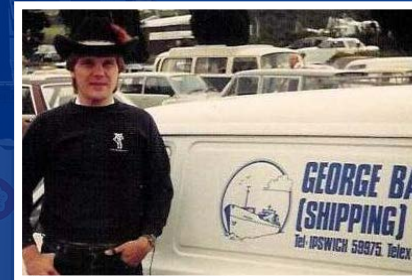
# ABOUT THE GEORGE BAKER GROUP

## EMPOWERED BY OUR PAST, PREPARED FOR THE FUTURE

First established in 1982 by George and his wife Libby, George Baker (Shipping) Ltd has been a household name within the freight community for almost 40 years. Despite its growth and success, the George Baker Group remains a wholly independent, family owned and run business. To this day it remains in the Baker family and is now under the ownership of George and Libby's children, David Baker and Sharon Binns.

40 years on, the company has retained its reputation as "customs specialists" and is also now recognised for a number of additional high-quality logistic services; from international sea freight to European road freight. We pride ourselves on being able to provide a complete package that importers and exporters across the globe can rely on.

## 4 KEY TAKEAWAYS



### ESTABLISHED 1982

For almost 40 years, we have been a wholly independent, family owned business, now managed by the second generation of the Baker family



### 5 GLOBAL OFFICES

Whilst our HQ remains at the Port of Felixstowe, we also have offices in Birmingham, Rotterdam, Timisoara and Shenzhen



### IN-HOUSE SERVICES

Operating in excess of 50 vehicles and our own warehouse facility, all our services utilise our own equipment and are controlled in-house



### 85+ MEMBERS OF STAFF

Across our 5 locations and including drivers and warehouse operatives, all our staff are directly and fully employed members of the George Baker team



# CUSTOMS CLEARANCE

## THE UK'S CUSTOMS SPECIALISTS

Beginning solely as a customs brokerage in 1982, customs clearance has remained the heartbeat of the George Baker Group for almost 40 years.

Now widely acknowledged as the UK's customs specialists and market leaders within the customs clearance sector, we have developed a comprehensive array of services designed to optimise and support supply chains of all sizes.

Accredited with AEO status since 2009 and subscribing to all available customs simplifications, you can be assured that we are the perfect partner for importing and exporting your goods globally.



Connected To  
UK Ports **26**



## WHY CHOOSE US

- ✦ Expertise and knowledge on all customs simplifications
- ✦ Providing cash flow benefits and operational efficiency through C.F.S.P
- ✦ Equipped with a large customs Duty Deferment and Transit Guarantee
- ✦ Specialised in processing products of animal origin and human consumption



# INTERNATIONAL FREIGHT

## SEAMLESSLY MOVING YOUR GOODS AROUND THE GLOBE

Whether you are shipping a single container, or thousands throughout the year, appointing a strong, versatile and knowledgeable freight forwarder is vital to ensuring the wheels on your supply chain don't stop moving.

Covering all major international trade lanes, providing cost effective solutions and tailoring services to fit your specific needs, our flexible and reliable approach is designed to give you confidence and reassurance when trading with the other side of the world.

Working closely with your business, we aim to streamline your supply chain by eradicating unnecessary costs and inefficiencies, whilst increasing your control and visibility over your shipments. The perfect solution for those looking to outsource the day-to-day management of their global supply chain.

### WHY CHOOSE US

- ✦ Global coverage of every major international trade lane
- ✦ A variety of services to meet your specific budgets and time-lines
- ✦ Bespoke and personalised freight management solutions
- ✦ End-to-end solutions utilising in-house George Baker services



#### FREIGHT MANAGEMENT

A personalised forwarding experience tailored to your business



#### GLOBAL AIR FREIGHT

When time is of the essence and you need to move goods fast



#### LCL CONSIGNMENTS

A cost effective way to only pay for the space you require

# UK TRANSPORT

## A DEPENDABLE SERVICE YOU CAN RELY ON

As the final leg of the supply chain, it is just as important as those that precede it. Ensuring your shipment arrives on time and as planned is a vital asset and should not be undervalued. Consistency is crucial.

With that key component in mind, our domestic transport services are structured in a way that we can ensure punctuality and reliability all year round.

By providing a full range of transport services, utilising our own high-tech fleet of vehicles, all of which are controlled entirely in-house and operated by directly employed drivers, we are able to operate under the highest levels of control, care and attention. A combination ultimately allowing us to provide a superior transport service to those motivated by quality and dependability.



*"The commitment, dedication and hands on supervision of all our shipments is first class and second to none..."*

MARTIN CORR (DIRECTOR)  
SOUND MOVES UK LTD

### RELIABILITY

We run a 2:1 ratio on trucks to trailers, which allows us to pre-load vehicles and position trailers close to the delivery point overnight

### OUR FLEET IS BOTH



CONTAINERISED



CURTAINSIDED

### WHY CHOOSE US

- ❄️ Dedicated to ensuring a punctual and reliable transport
- ❄️ Covering all major UK container terminals
- ❄️ Providing container, curtainside and LCL pallet distribution
- ❄️ Operating our own equipment, driven by directly employed professional drivers

# WAREHOUSING & DISTRIBUTION

## WE OFFER SO MUCH MORE THAN JUST A SAFE HOME FOR YOUR GOODS

We pride ourselves on being able to provide a safe and reliable service that gives you, as an importer, the reassurance that your cargo is being handled responsibly from start to finish.

Our facility at the Port of Felixstowe is fully customs authorised for storage under customs control, allowing us to provide specialist customs services such as C.F.S.P, Temporary Storage and Bonded Storage - each bringing both financial and operational efficiencies to your supply chain.

Managed in-house by directly employed members of staff and supported by a variety of specialist customs and transport services, we can provide the optimal 3PL solution for your storage and distribution needs.

### WHY CHOOSE US

- ❄ 5000m2 of storage at the Port of Felixstowe
- ❄ Advantageous AEO certified customs facilities
- ❄ Facilities for both short and long term storage
- ❄ Onwards delivery options for both the UK and EU



8 DOCK LEVELLERS WITH FULL OVERHEAD COVER

AEO, ISO 9001 & BRC ACCREDITED



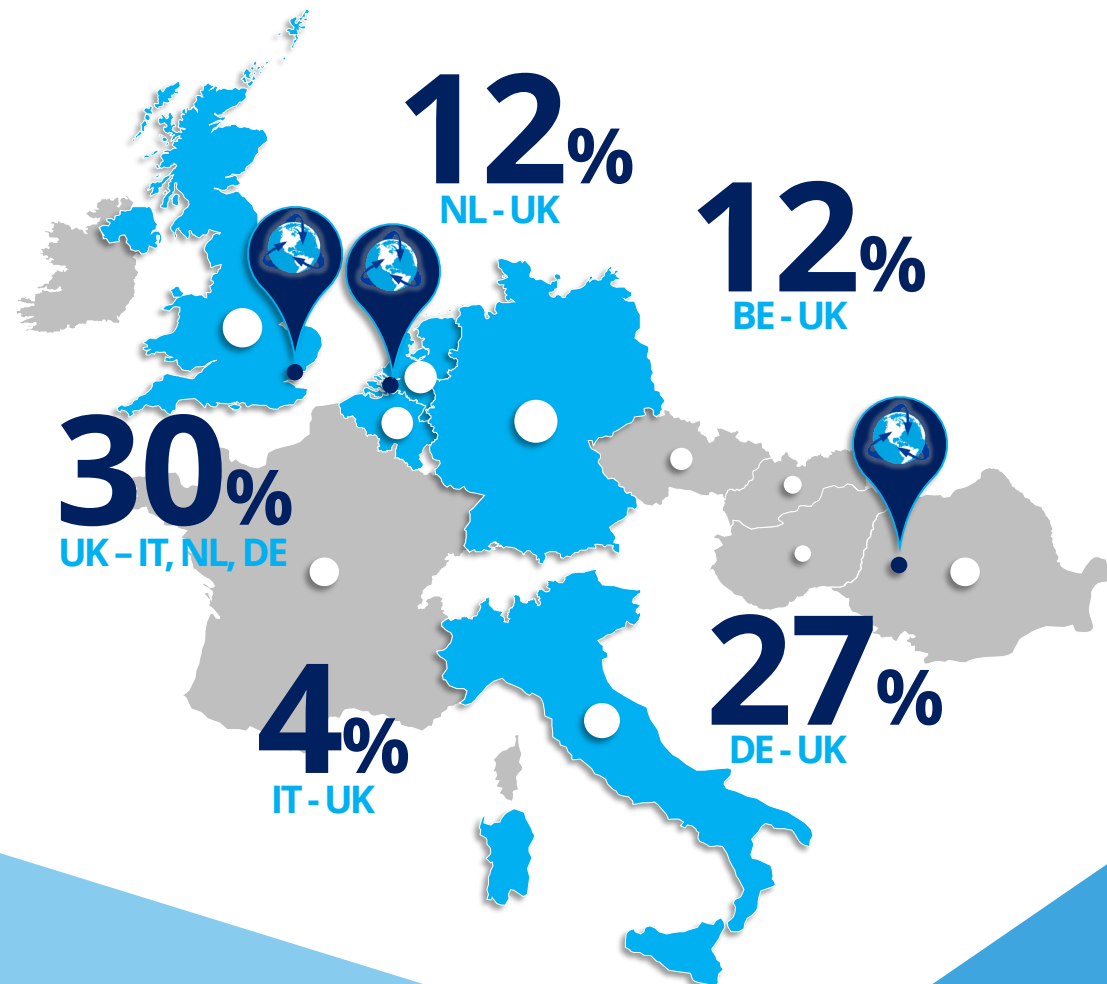
# EUROPEAN ROAD FREIGHT

## THE ONE-STOP-SHOP SOLUTION FOR TRADING WITH EUROPE

With over 25% of the UK's exports and a further 30% of imports coming from trade with neighbouring countries, an experienced and reliable logistics partner is a must for businesses trading within these markets.

Now acknowledged within Europe as a trusted and reliable partner to some of the biggest retailers and manufacturers in the world, our international road freight services now span 26 European territories, whilst covering over 400 different trade lane combinations.

By utilising our own fleet of vehicles and working in cohesion with long standing European network partners, we provide tailor made solutions based around your specific requirements, ensuring a competitive price with a high level of service.



### WHY CHOOSE US

- ✦ Operating in 26 European territories
- ✦ Covering over 400 different trade lane combinations
- ✦ Operating our own fleet of vehicles whilst working alongside established partners
- ✦ Tailor made solutions utilising road, rail and short sea facilities

# WHO WE ARE

## A TRUE INDEPENDENTLY OWNED, FAMILY RUN BUSINESS SINCE 1982

As a family business, the close relationships we are able to develop with our customers is one of our strongest assets. For that very reason, we always hope to dedicate the time required to get to know your business, as well as introduce you to the faces behind ours.

FOR **INTERNATIONAL ENQUIRIES**  
PLEASE CONTACT:



FOR **EUROPEAN ENQUIRIES**  
PLEASE CONTACT:

TOBY.SPINK@GEORGEBAKERSHIPPING.COM  
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JAMES.RICHARDS@GEORGEBAKERSHIPPING.COM  
01394 608042

WARREN.HOLMES@GEORGEBAKEREUROPE.COM  
01543 660170

MALCOLM.HOWELL@GEORGEBAKEREUROPE.COM  
01394 695299

## OUR DIRECTORS

**DAVID BAKER**  
MANAGING DIRECTOR

**KIERON BEAMISH**  
FREIGHT DIRECTOR

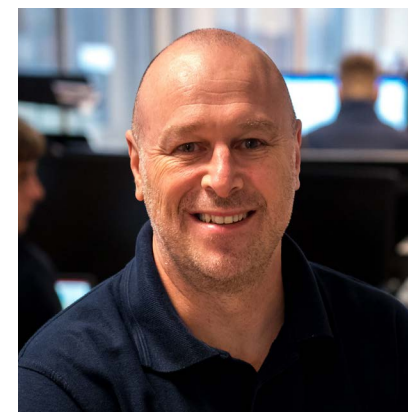
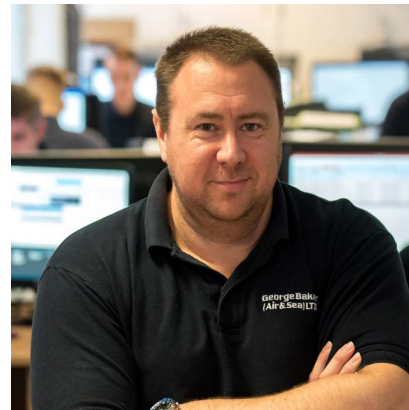
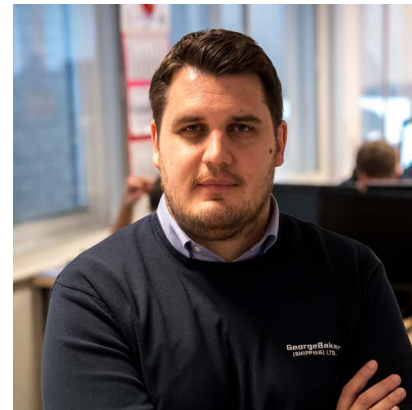
**WARREN HOLMES**  
BUSINESS DEVELOPMENT

**TOBY SPINK**  
PROJECT MANAGEMENT

The George Baker Group has always aimed to employ only the best people. Having a team of people that understand the company's heritage but that also share an ambition for progression has undoubtedly been the key to our sustained success.

Now directly employing over 80 members of staff, we have a wealth of knowledge and expertise running through the heart of the company.

Our directorship is comprised of people who possess an impressive track record of logistics sector experience and a strong understanding of the George Baker way.



**MIKE SHARPE**  
EUROPEAN DIRECTOR

**JON GOULDEN**  
TRANSPORT DIRECTOR

**MALCOLM HOWELL**  
BUSINESS DEVELOPMENT

**JAMES RICHARDS**  
BUSINESS DEVELOPMENT

## OUR COMMERCIAL TEAM

Equally as important as our leadership team, is the company's commercial team who play that vital role in carrying and shaping the George Baker name and reputation in the wider world.

Also originating from operational backgrounds, our commercial team has been assembled based on their well rounded knowledge and their ability to work closely with and support both existing and prospective new businesses during their partnership with George Baker.

If you have any questions related to working with the George Baker Group, our commercial team will be happy to assist with your enquiry.





# OUR SPECIALIST INDUSTRIES

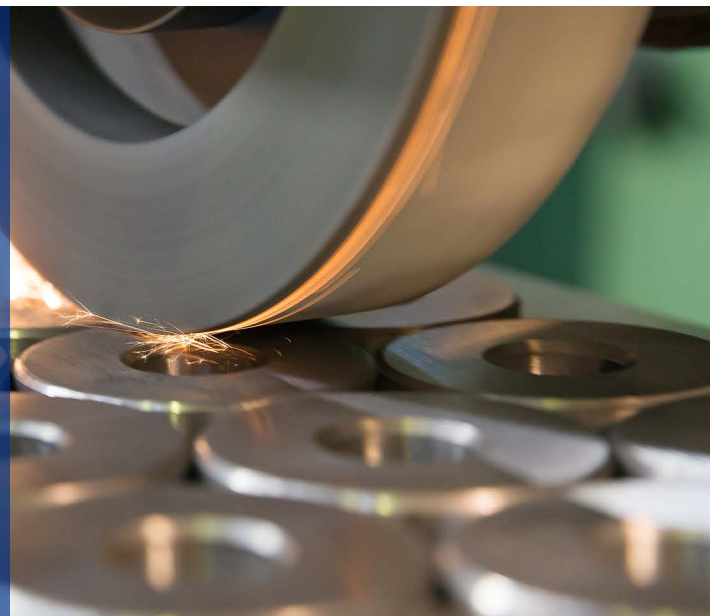
## LOGISTICS IS THE HEARTBEAT OF EVERY GLOBAL INDUSTRY

Not a single recognisable industry stands entirely independently. For example, all food products require packaging, whilst automotive products are usually crafted from metal or plastic structures. Whilst each has its own intricacies and complexities, one thing they all have in common is a reliance on shipping and logistics, making it crucial to work with a logistics partner that understands your industry.



### METAL WORKS

Handling variations of steel and aluminium, our involvement in the industry spans the full range of our logistics services



### WOOD & PAPER

From large timber products, to palletised copier paper, we regularly move freight from both the Far East and Scandinavia



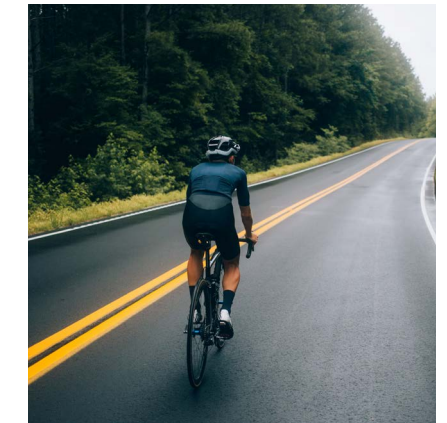
### RETAIL / ECOM

We assign dedicated account managers with experience of already working with some of the largest multinational companies in the world



### CYCLING

As a niche specialism, we first entered the cycling industry in 2011. To this day, we still provide bespoke bike storage and distribution under CFSP



### RAW PLASTICS

Predominantly dealing in PP and PE granules, we provide end-to-end solutions including bulk delivery co-ordination



### AUTOMOTIVE

Already supporting numerous suppliers and manufacturers, we have bespoke clearance and transport services based on JIT products



### PACKAGING

Connected to numerous other industries, our end-to-end solution for packaging products, usually originates from the Middle and Far East

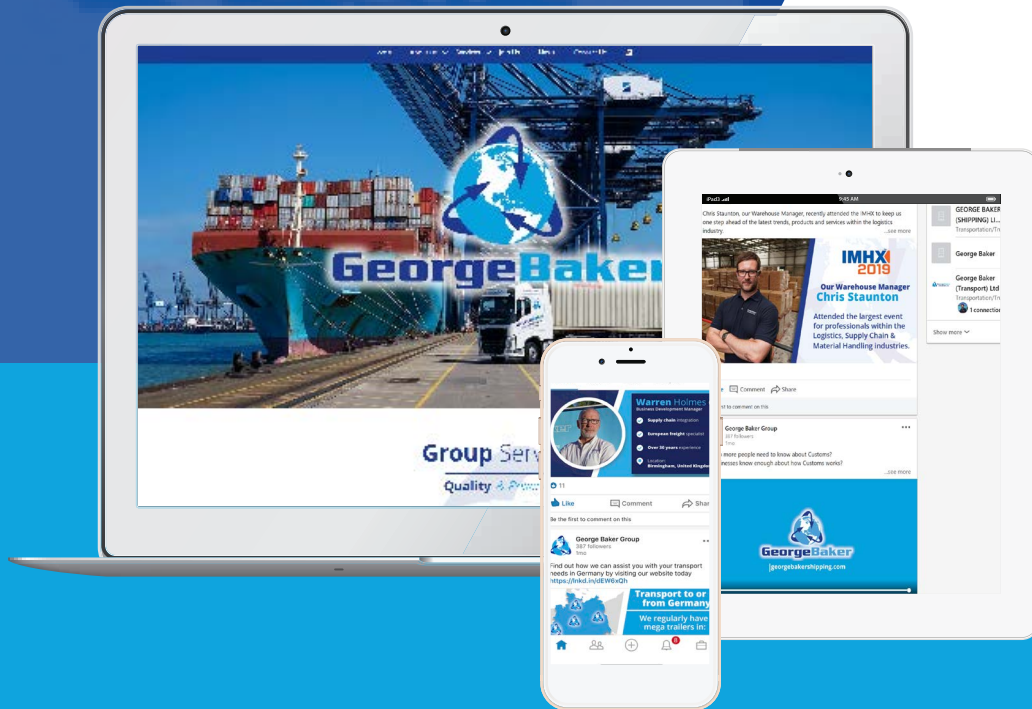
**DON'T WORRY IF YOU DON'T SEE YOUR INDUSTRY HERE**  
There are many more less frequent industries that we work with and would be happy to continue supporting



### FOOD & BEVERAGES

Arguably our largest industry, we specialise in the process of importing products for human and animal consumption, that generally attract the attention of local Port Health authorities





FOR MORE INFORMATION AND REGULAR UPDATES FROM THE GEORGE BAKER GROUP  
PLEASE VISIT OUR WEBSITE OR FOLLOW US ON LINKEDIN:

**in** WE ARE NOW  
ON LINKEDIN

[www.linkedin.com/company/  
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