

# WH Smith / GXO

How to Deliver to  
Birmingham DC



## Introduction

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This booklet is intended to provide you with the information you require to ensure that your deliveries to Birmingham DC follow the correct delivery procedures. We always aim for a quick turnaround; there may be times during our peak periods where a driver may be expected to wait in a queue to be tipped. Should any delays occur, the driver will be informed and kept up to date with regards to when they will be tipped. It is during these periods that we ask drivers to remain patient as it is in our best interest to aim for a quick turnaround.

You can download a copy of this booklet by going to our WH Smith web site at:

<https://www.whsmithplc.co.uk/supplier-delivery-information>

## WHSMITH COLLECTION SERVICE

- ✚ WH Smith operates a collection service for suppliers.
- ✚ A central team manages the collection and all bookings related to this.
- ✚ As a supplier all that is required of you is to send a booking request form to the Collection Service and WH Smith will do the rest for you which includes:
  - ✚ Organization of a collection day and time from your warehouse
  - ✚ Booking of this into the WH Smith Distribution Centre
  - ✚ Full confirmation of bookings made.
  - ✚ Collection by a WH Smith/GXO delivery fleet
  - ✚ Vehicle Full proof of delivery
  - ✚ Invoicing for service at agreed rates

Please note normal WH Smith compliance still applicable. Please see within this manual the sections reference presentation of stock, pallet specification and stock non-conformance

Contact us on the following email address for further info: [collection.service@whsmith.co.uk](mailto:collection.service@whsmith.co.uk)

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## Appointment Scheduling

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1. All deliveries to Birmingham DC must be because of a scheduled appointment.
2. The EORI number for deliveries coming from outside the UK is: **GB2385544836**.  
The EORI number for High Street deliveries is: **GB238554836000**.  
The EORI number for travel deliveries is **GB238554836042**.
3. Appointments are to be made by e mail using the Appointment Scheduling e mail address as shown in Appendix 1.
4. As delivery slots are limited you are recommended to schedule appointments as far in advance of the intended delivery date as possible. We recommend you schedule your appointment when Purchase Orders are received.
5. When scheduling an appointment, you will be required to provide details of the Purchase Orders to be delivered and the quantity of pallets to be delivered.
6. Once an appointment has been agreed you will be provided with an appointment number and the date and time of delivery. Please ensure this information is included on all delivery paperwork.
7. If you no longer require an already scheduled appointment, please telephone the Booking Desk on Appendix 1 to cancel. Failure to do this may impact on the opportunities for other suppliers to deliver.
8. If you are delivering a small quantity of cartons through a courier/parcel service, you are still required to schedule an appointment. However, you are requested to instruct the courier/parcel service that delivery can be made between the hours of 08:00 – 12:00 Mon – Friday. When they reach the gatehouse, they may need to wait for vehicles already in the delivery queue to be cleared.
9. A Pre-Delivery Advice Note is required for courier/parcel deliveries.
10. Multiple PO's must be given their own booking reference.

## Pre-Delivery Documentation

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1. A Pre-Delivery Advice Note must be emailed to the DC for all deliveries at least 24 hours prior to the appointment. Please see Appendix 1 for email address.
2. A blank Pre-Delivery Advice Note is provided in Appendix 2. An electronic copy is available by e-mailing [bdcgoodsinbookings@whsmith.co.uk](mailto:bdcgoodsinbookings@whsmith.co.uk)
3. Please ensure that every field in this document is completed prior to sending to the DC.
4. Anything related to Bought outs, please contact [BDCBoughtouts@whsmith.co.uk](mailto:BDCBoughtouts@whsmith.co.uk)
5. **Failure to provide a Pre-Delivery Advice Note will result in rejection of your delivery.**

## Delivery Punctuality

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- All deliveries are given a **30-minute window** in which to arrive at the DC. This constitutes 15 minutes either side of the scheduled appointment time.
- If your delivery vehicle is delayed, you must email [bdcgoodsinbookings@whsmith.co.uk](mailto:bdcgoodsinbookings@whsmith.co.uk) and if you have no response telephone the Birmingham Goods Inwards Office on 0121 326 5915 or 0121 326 5891 and advise the reason for delay and the expected time of arrival. This will allow Goods Inwards to assess if the delivery can still be made and if this is the case and is it not possible to unload due to other scheduled delivery constraints the driver will be informed at this time. If using WHSmith backhaul service, the delivery and ETA will be tracked internally.
- Failure to advise delays may result in a long wait before unloading or in extreme circumstances your delivery

## Arrival at DC

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- A map and directions to Birmingham DC are provided in Appendix 3.
- Driver will be checked in at the gate and informed what bay to reverse onto.
- Handed a laminated sheet with instructions regarding the delivery. See Appendix 1.
- Reverse onto bay only if traffic light is on green and roller doors are in closed position.
- Turn off engine; take keys, paperwork and laminated sheet, and hand over to Goods Inwards Operative, return to vehicle until vehicle tipped and paperwork has been stamped.
- All delivery drivers will need to be wearing a Hi-Viz jacket and safety shoes. Safety shoes must be completely enclosed shoes and not clogs. If footwear does not comply, then entry onto the site will be refused.
- Goods Inwards will check the delivery paperwork against our Purchase Ordering system and if the product is as required, unload your delivery.
- Once vehicle has been tipped, paperwork will be stamped unchecked and returned to the driver along with vehicle keys.
- Driver must wait until the bay door tail lift has been lifted and the bay door is closed, and the traffic light is on green.
- WH Smith sign for all deliveries as 'unchecked'. Any discrepancies will be notified to you within 48 hours of delivery.

## Do Not

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- Reverse onto bay if roller door is open.
- Reverse onto bay if red traffic light is showing.
- Leave keys in ignition and vehicle idling.
- Walk through distribution center. Return to vehicle and wait to be tipped, unless instructed by Goods Inwards staff to remain inside the building.
- Argue or be abusive to staff. Driver will not be tipped and asked to leave site.
- Expect to be tipped if they do not have the correct paperwork.
- Expect staff to move stock to get to stock that is due for delivery; stock that needs to be tipped must be at rear of vehicle.
- Expect staff to unload any delivery that is deemed unsafe, wet, or damaged.
- Expect staff to undo any straps or roof bars.
- Queue jump. If driver arrives late, report to Goods Inwards Office where Driver will be given an estimated time of when they will be tipped.
- Leave site without having paperwork stamped.

## Delivery Documentation

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- A Delivery Advice Note must be provided with all deliveries to Birmingham DC.
- Failure to provide this document will result in rejection of your delivery.
- Your Delivery Advice Note must provide the following information:
  - WH Smith Purchase Order numbers
  - SKU number for each product
  - SKU description/title for each product
  - Units per carton for each product
  - Number of cartons for each product
  - Number of loose units for each product
  - Total quantity of units for each product
  - Supplier name and address

## **Presentation of Delivery**

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1. All deliveries should be on pallets as per Appendix 4.
2. The maximum height of a pallet, plus product is **1.6m**
3. **Euro pallets 1000 x 800 are not acceptable**; we do not have the correct MHE equipment to handle these pallets safely.
4. The maximum weight of pallet plus product is **1000kgs. The pallet must be of sufficient quality to hold all weight.**
5. Deliveries must arrive undamaged and secure to the pallet. Any stock that is damaged will not be tipped off the trailer and depending on the extent of the damage the whole load may be rejected.
6. Deliveries must be presented based on one SKU per pallet unless quantities equal less than one layer of a pallet.
7. Any mixed SKU pallets must display a pallet label detailing the SKU's contained therein.
8. All SKU's must be securely shrink wrapped to the pallets to ensure safety in transit.
9. We do provide a side tip delivery that requires a counterbalance or any other type of truck to tip. **If the trailer is a side tip, you must provide this information when requesting a booking so we can plan. If the delivery does require a side tip and we don't know about it upfront, this may result in longer waiting times.** However, it is preferable that all deliveries can back onto a bay, unless you are delivering cartons (10 or less). Any more than 10 parcels will require a pallets.

## **Product Packaging and Labelling**

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1. Packaging must be in accordance with WH Smith Transit Trial requirements. Details are outlined in Appendix 5 and for more information please contact our Quality Assurance department on 01793 616161.
2. Cartons must be identified by appropriate labelling, detailing:
  - Item number (ISBN for books)
  - Item description/title
  - Pack quantity.
  - Gross weight
3. SKUs should be delivered on the basis of one SKU per carton unless the quantity is equal to or less than 10 units.
4. Any mixed cartons must have a contents list attached to the outside of the carton.
5. The maximum weight of any carton must not exceed 17kgs. Any cartons in excess of this weight will be rejected.

# **Appendix 1**

## **Contact:**

For all deliveries e mail:

[bdcgoodsinbookings@whsmith.co.uk](mailto:bdcgoodsinbookings@whsmith.co.uk)

For escalations regarding bookings or general queries please contact

[Jean.Sambrook@whsmith.co.uk](mailto:Jean.Sambrook@whsmith.co.uk) and [Karl.Hodgetts@whsmith.co.uk](mailto:Karl.Hodgetts@whsmith.co.uk)

For further escalations regarding bookings or general queries please contact

**Robert.Holder@gxo.com**

Bookings can be made between 06:00 – 18:00 Monday to Friday.

If your delivery vehicle is delayed, you must email [bdcgoodsinbookings@whsmith.co.uk](mailto:bdcgoodsinbookings@whsmith.co.uk) and if you have no response **please email** [Jean.Sambrook@whsmith.co.uk](mailto:Jean.Sambrook@whsmith.co.uk) and [Karl.Hodgetts@whsmith.co.uk](mailto:Karl.Hodgetts@whsmith.co.uk), failure to do so may result in the delivery being refused.

If using WHSmith backhaul service ETA will be tracked internally.

Goods Inwards operates from 06:00 – 22:00 Monday to Friday. We take our first delivery from 22:30 Sunday onwards.

## **Goods Inwards Contacts:**

[Robert.Holder@whsmith.co.uk](mailto:Robert.Holder@whsmith.co.uk)

[Jean.Sambrook@whsmith.co.uk](mailto:Jean.Sambrook@whsmith.co.uk)

[Karl.Hodgetts@whsmith.co.uk](mailto:Karl.Hodgetts@whsmith.co.uk)

## **Site Address**

WHSmith  
"The Big Blue"  
Deykin Avenue  
Witton  
Birmingham  
B6 7BH

# **DELIVERY BAY:**

## **BOOKING REFERENCE:**

## **TIME OF ARRIVAL:**

- If reversing onto bay only do so if door is closed and green light is displayed.
- Once parked press buzzer on outside of DC, hand keys and paperwork to Goods Inwards staff along with this card. Return to vehicle, unless instructed by goods inwards staff to remain inside building.
- Once vehicle is tipped, paperwork will be stamped unchecked and returned to you along with your keys. Wait until door is shut and light is on green before pulling off.
- Ensure you have the correct paperwork/delivery note and the load that must be tipped is at the rear of the trailer before pulling on to the door.
- We do provide a side tip delivery that requires a counterbalance or any other type of truck to tip. However, it is preferable, all deliveries can back onto a bay, unless you are delivering cartons (10 or less). Any more than 10 parcels, requires a pallet

## Appendix 2

## Pre-Delivery Advice Note

Appointment Number: \_\_\_\_\_ (Provided at booking) Page \_\_\_\_\_ of \_\_\_\_\_

Supplier Name: \_\_\_\_\_

Delivery Date / Time: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ : \_\_\_\_\_ am / pm

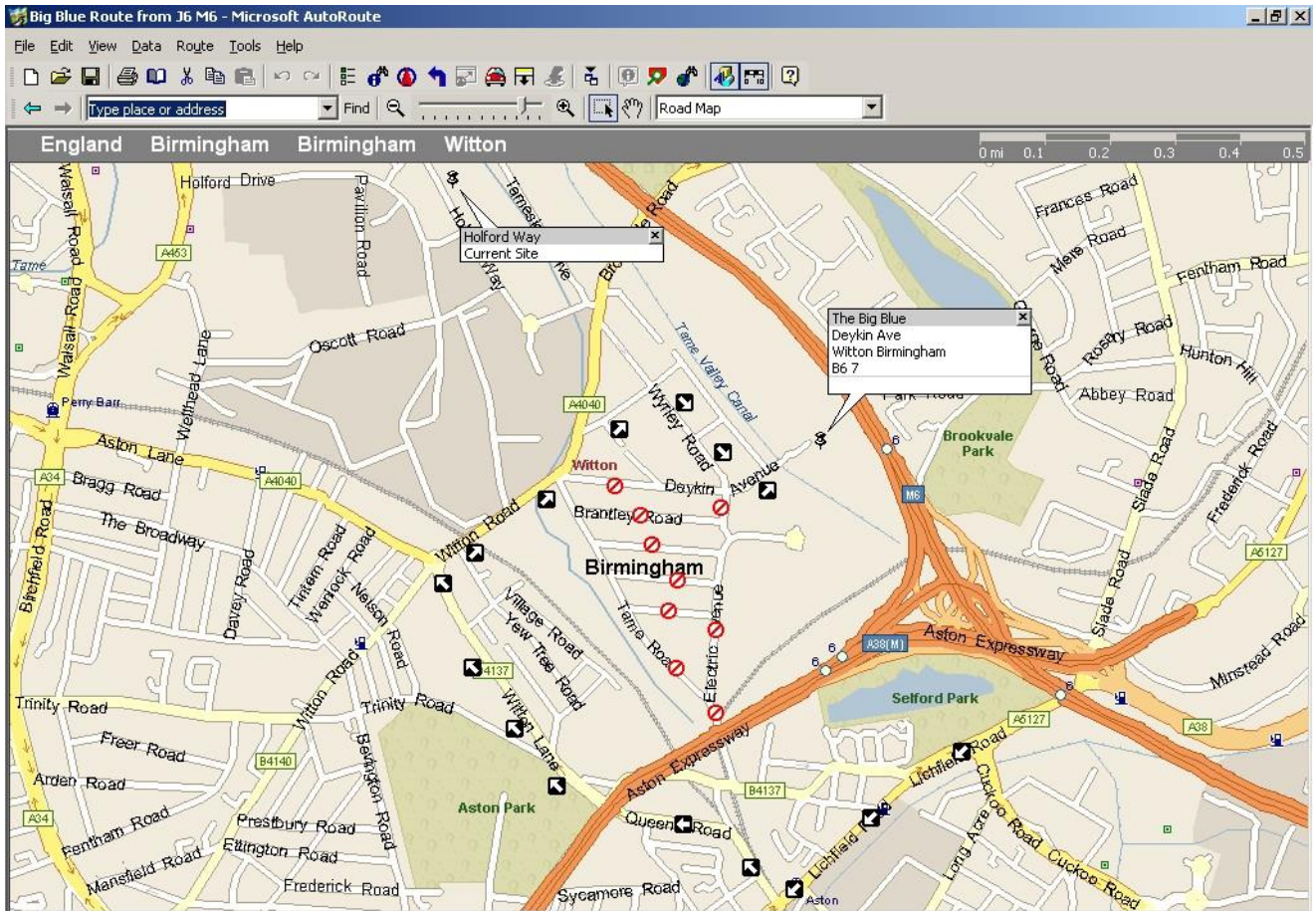
Pallet Qty: \_\_\_\_\_

[illegible]

Please email through to: [bdcgoodsinbookings@whsmith.co.uk](mailto:bdcgoodsinbookings@whsmith.co.uk)

## Appendix 3

### WH SMITH BIRMINGHAM DISTRIBUTION CENTRE MAP AND DIRECTIONS



### DIRECTIONS

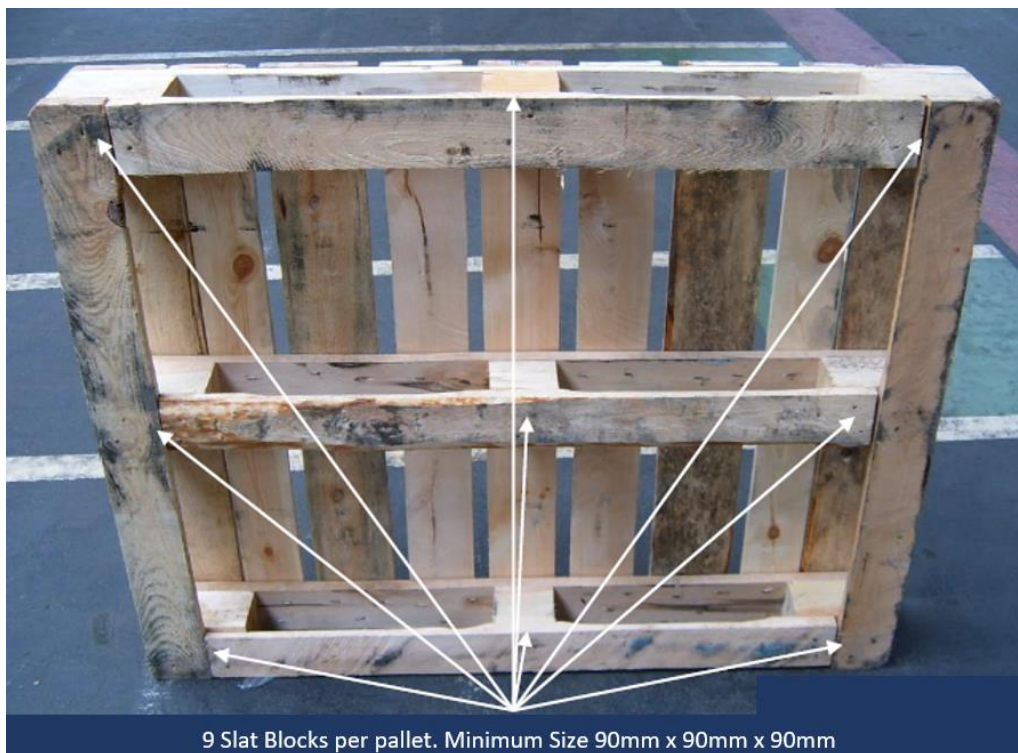
- Leave M6 at Junction 6.
- Follow signs for A5127 Lichfield Road Birmingham City Centre.
- Continue along Lichfield Road, under Railway Bridge, then turn right at traffic lights at Aston Station onto Grosvenor Road.
- The road bends to the left past Queens Road Police Station to the traffic lights under the Aston Expressway.
- Straight on at traffic lights into Witton Lane, past Aston Villa Football Ground to roundabout. Turn right onto Witton Road under Railway Bridge. (No height restriction.)
- Continue along Witton Road / Brookvale Road, turn into Birch Road on right.
- Continue along Birch Road, then at the crossroads, turn right into Wyrley Road.
- Just past Deykin Avenue School, Wyrley Road bends to the right, take the turning for Deykin Avenue which is on the left.
- Continue along Deykin Avenue, over the canal bridge and the entrance for Birmingham DC is on the right.

## **Appendix 4**

### **PALLET SPECIFICATIONS**

**Any other pallet specification other than this will not be accepted:**

- Pallet dimensions 1200mm x 1000mm
- Maximum height of pallet & product is 1600mm.
- Pallets must be 4-way entry





## **Appendix 5**

### **PRODUCT PACKAGING REQUIREMENTS**

#### **Transit Packaging Guidelines -Far East Direct and UK FOB Suppliers**

WH Smith has a responsibility to minimize the use of packaging materials through distribution without compromising product integrity. Protection should be provided by the outer case with minimal use of inclusions, corner posts, layer pads and inserts are to be avoided. Drop tests, compression tests and travel tests must be carried out and approved prior to bulk production. Only use one size of case for each item per delivery.

#### **OUTER CASES**

Material	Single wall 8 flute or double wall 8 flute, where applicable. Outer face liner to be Kraft or equivalent. Inner face liner to be Test.
Style	FEFCO 0201. Glued Corrugated case. Outer flaps meeting.
Size	Cases must be sized up so they can be easily handled. Maximize cube of container. Optimize dimensions of pallet 1000mm x 1200mm. Max total height 1200mm.
Closure	100mm brown Polypropylene tape. Tape to run down center of case only, not ends. Certain seasonal products to have colored tape, i.e. Red for boxed Christmas Cards
Weight	17kg maximum
Special Features	Where possible cases are to be perforated with easy open features. The start point should be identified. Compression strength should not be compromised. Staples and straps are not to be used.

#### **INNER PACKS**

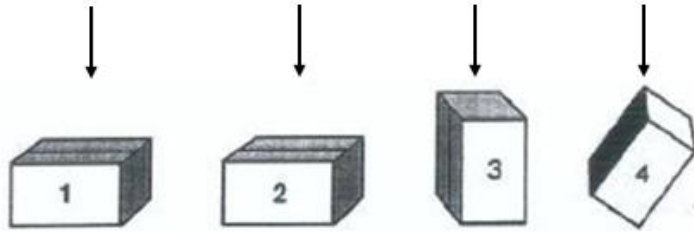
These should be used when the branch order multiple (BOM) is >1, or if the retail pack does not offer sufficient protection for picking and distribution to store.	
Plastic	Where possible, individual units should be packed in:  Polyethylene bags, minimum gauge 38mu with adhesive strip on reverse of bag, not on closure flap.  or  Shrink-wrapped using perforated film for easy opening.
Carton	Die cut, in either single wall corrugated, solid board or chipboard can be used.

## Packaging and Transit Test Methods

### DROP TEST

Four drops, all from 35-40cm as follows:

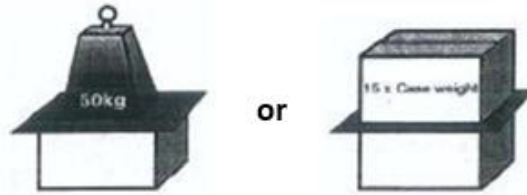
1. Top face
2. Bottom face
3. One adjacent bottom edge
4. One bottom corner



Wait for 24 hours, applied via a rigid spreader board, subject to capability to test in a safe manner.

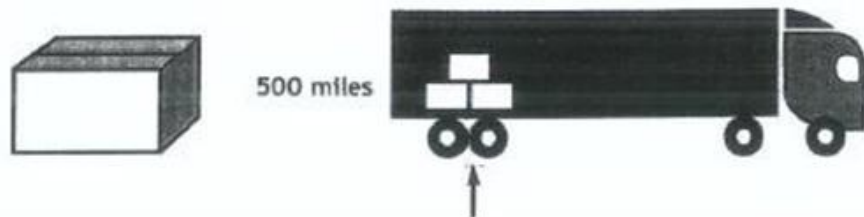
### ROAD / VIBRATION TEST (METHOD 1) (Preferred method)

1. 500 miles in a commercial vehicle
2. Pack to be loose loaded in vehicle.
3. One reproducible route to be used.



### ROAD / VIBRATION ALTERNATIVE TEST (METHOD 2)

Test Method ASTM D4728-1 method A



## WHSmith Transit Trial

All WHSmith branded goods must be tested by the Vendor to ensure that the packaging will withstand distribution and handling.

If Vendors prefer to use their own transit trial procedure, or subcontract the work to a specialist test facility, the details of the test must be attached to this form.

It is important that the testing is carried out on packs that are representative of the final production. Packaging materials must be to the correct grade and containers filled with a product of the correct characteristics, if the actual product is not available at the time of test.

Any non-specified materials must be identified.

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Date \_\_\_\_\_ Test Methods \_\_\_\_\_ Test Results \_\_\_\_\_

**We certify that the transit trial has been completed without damage to the sales unit and that the goods are suitable for distribution to WHSmith stores.**

Company \_\_\_\_\_ Product Description \_\_\_\_\_

Signature \_\_\_\_\_ Position \_\_\_\_\_

## UK Packaging (Essential Requirements) Regulations

### Heavy Metals Supplier Declaration

These regulations derive from a parent European Directive and have been transposed into law in most Member States. They require brand owners and importers to ensure that the number of heavy metals which can be released to impact on the environment be limited in all packaging components to 100ppm max by weight from 30.06.01. This is the combined total for cadmium, mercury, lead and hexavalent chromium.

Therefore, by signing this document, you hereby confirm that all packaging components supplied by your company conforms to this legislation.

We expect that you will not normally introduce any of these metals to the packaging components, but where you do so, you should indicate this in the notes section below. We expect that you will, in any event, already be operating below the 100ppm level.

The Regulations also require that any noxious substances are kept to the minimum level necessary. Again, we expect that you do not add any such ingredients, but if these are incorporated, we need to be informed and to be given assurances as to why these cannot be reduced.

We have to exercise due diligence on this matter. You must not deviate from the terms of your response without first writing to us and obtaining our written agreement to such deviation. All new components must comply with the Regulations.

Finally, we expect you as a supplier to WHSmith to hold all relevant certification from and approved UKAS or HOKLAS test house which should be available upon request.

**I hereby agree to the above.**

**Company** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Notes:**

## Supplier Compliance Procedures

These regulations derive from a parent European Directive and have been transposed into law in most Member States. They require brand owners and importers into the EU to ensure that their packaging meets certain essential requirements. We therefore require the following information regarding the packaging of all products supplied by your company to us.

This applies to the retail packaging and transit packaging for all WHSmith branded products.

1. Description of Packaging (Format and Material Type) -example listed on the next page.
2. Conformance -as outlines below.

Please confirm that the materials described on the following page meet Point 1, and at least one of the Points 4,5 and 6.

**Please supply a completed 'Heavy Metal Supplier Declaration' to show compliance with Points 2 and 3. (Tests or other evidence may be necessary to show compliance in the event of a challenge from the enforcement authorities.)**

1. The packaging has been designed and manufactured with the minimum adequate weight and/or volume whilst maintaining the pack's functionality, safety and hygiene for the product, person handling it and acceptability for the consumer.
2. The sum of the concentration levels of lead, cadmium, mercury and hexavalent chromium does not exceed 100ppm by weight.
3. No noxious substances, as defined in Annex 1 of the Dangerous Substances Directive, which are ecotoxic (substances or wastes which if released, present an adverse impact to the environment) and have classification symbol N, have been added.
4. The packaging has physical characteristics that would allow energy to be recovered if it were burned in a waste-to-energy plant.
5. The packaging has physical and biological characteristics that would allow it to be recycled in currently available processes.
6. The packaging has physical and biological characteristics that would allow for it to degrade or be composted.

## Packaging Format & Material Type

Be sure to list all formats and materials.

ie      Retail Pack -clear carton with printed insert  
          Carton = 250-micron pvc  
          Insert = 200 gsm coated white artboard

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Inner: Transit Packaging (refer to WHSmith Transit Pack Requirements Guide)

ie      Box of 12's packed into polybags.  
          Outer: Regular Container – 125k/125tb flute carton

**I hereby agree to the above.**

**Company** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Notes:**