

## BACKGROUND

TrackShack Limited is a leading independent retailer for model railways and specialises in sales for brands like Bachmann, Hornby, Graham Farish, Dapol, Accucraft & Roundhouse Engineering locos. Their product range varies from high quality train sets and packs to high value collectors' items. A high number of items are mailed on a daily basis to their customers who are mainly based in the UK. There is a profound need to be as competitive as possible with the postage of their items, as there is a high risk of losing their customers to a UK supplier.

## SOLUTION

We were able to offer our client a flexible business package that covered all eventualities their business model and customer needs required: Special Delivery for guaranteed next day delivery, Packets for lower value products with no delivery deadline and Large Letters for lower value and smaller items such as special parts.

## RESULTS

Working together with TrackShack to identify their needs enables our client to offer their customers an excellent value for money service whilst being able to compete with retailers in the UK.



### **Steve Lawrinson, E-commerce & Logistics Manager TrackShack:**

"As a business Track-Shack.com has been using the IOM Post service for over 8 years, in this time we have found all the staff and processes have worked very hard to support our business, helping us look after the needs of our customers. Due to the speedy collection and processing of our parcels, we achieve next day delivery to our UK based customers 99% of the time, something that makes us stand out against our competitors. Also, from a business point of view the "paperwork" required for our postal service account is kept to a minimum and is processed quickly and efficiently which allows us to get on with our day to day instead of having to chase up and sort out errors etc. We would have no hesitation in recommending IOM Post to an other businesses on the Island."