



Quiksilver - emergency response

Partners must be willing to do the hard yards

As a company rooted in the world of outdoor sports, Quiksilver knows the importance of having the commitment to deliver when the going is tough. Advanced have always operated in the fashion industry and the rules for success are just the same: you really must deliver or the season is lost.

“The feedback we receive is that our clients use your deliveries as the benchmark against which others are measured. This is both high praise and a source of comfort for us in knowing that our clients’ needs are fulfilled.”
Pieter Ellison,
Quiksilver Europe.

Lead Director
Mike Danby

Head of Distribution
Darren Outlaw

Brands Sales Specialist
Paul Graham
DD: 01422 231 048
Mob: 0771 321 4569
paul.graham@
advancedsupplychain.com

Advanced
www.advancedsupplychain.com

Advanced House,
Water Lane,
Halifax. HX3 9HG
Tel: (01422) 386000
Fax: (01422) 386001

Sidhill Business Park,
Holmfield Industrial Estate,
Holmfield,
Halifax. HX2 9TN
Tel: (01422) 231030
Fax: (01422) 231045

Choppy waters ahead? Let Advanced surf to the rescue



The Customer

Quiksilver are a global company with a portfolio of lifestyle brands such as Quiksilver, Roxy, Hawk Clothing, Gotcha and DC Shoes. The firm operates around 150 stand-alone stores in major cities worldwide and is widely distributed through other outlets. Quiksilver is more than just a fashion apparel company owing to its roots in the demanding world of extreme sports. Standards are high at Quiksilver and Advanced is proud to count such a formidable brand as one of its valued customers.

The Problem

Quiksilver’s previous logistics provider went out of business and they were left with stranded stock and missed delivery dates.

The Reaction

Advanced had to move fast if the trading season was going to be saved for Quiksilver. A total of 500 pallets were collected in just two days from their defunct suppliers’ warehouse

and a month’s worth of orders were sent out to customers in the first week.



The Service

Advanced may have had to act fast, but that didn’t mean we let our service levels drop. Our experience of dealing with all of the major names on the high street—and many more besides—meant we were able to achieve the necessary throughput without compromising on quality. That wide range of knowledge was vital when working for a customer with 26 clients of its own, each of them having their own requirements (see below).

The Results

Quiksilver were impressed by the levels of service they received (see quotation), both in terms of pre-retail services and delivery performance. Advanced’s delivery record during Quiksilver’s busy four-month summer period in 2006 was 99.1% on a total of 365 deliveries.

DESTINATIONS - Quiksilver’s clients

River Island	Express Gifts	Outfit	Envy
Debenhams	House of	Top Shop	Harrods
Grattans	Fraser	Dolcis	Free Spirit
Shop Direct	Faith	WH Smith	M&M Sports
Brantano	Shoe Studio	Extreme	USC
Jones the	John Lewis	Selfridges	Next
Bootmaker	Ravel	Empire	Boardrider