



# TOWER

Turning the Tide...



[wearetower.com](http://wearetower.com)



There's a saying in the Marine Sector - 'ships don't wait'. That's why our customers need a supplier that won't cause delays or let them down. It's also why our success is built on understanding the importance of getting the right products, to the right place, at the right time - and always in-full.

Having an all-in-one supplier can save customers time, money, reduce risk, and help us identify challenges and find sustainable ways of working. We source products and consolidate orders quickly, and we make sure that all our solutions are customised to each customer and their specific needs.

We also believe that 'your customer is our customer'. It's why we deliver solutions that benefit your customer relationships too. We help partners create a more efficient and sustainable service for customers and help them protect their reputation as reliable and safe.

Helping you succeed is a key part of our role as your trusted supplier partner. It's where we go beyond unit price to deliver transformational solutions, expertise, and develop solutions using our drive for innovation and sustainability. This is a selection of some of our best success stories.



Charles Aris  
CEO



# Going the extra mile to the final mile

How we helped P&O Ferries replace a consolidation hub and save millions.



P&O Ferries used to be in full control of their own supply chain, using a large distribution centre in Dover to have goods delivered to - including those from Tower. But this operation was a challenge with many of its own problems, not least of all the annual cost of upwards of five million pounds.

A big part of this considerable cost came from the centre being used as a hub, for a consolidated delivery model of operation. This ensures that goods get across the 'final mile' to ship side delivery, on time and in full. But these hubs meant using their own transport, at their own costs.

As an expert supplier partner to P&O Ferries, our goal is to develop solutions that work. We stepped in and reviewed P&O Ferries' processes, spent time understanding every part of their supply chain and business, and as a safety expert, prioritised the safety of passengers and crew.

We also looked at these processes from an efficiency perspective, to try and eliminate any potential areas of frustration, and to see where time and resources were being wasted. Unsurprisingly, we discovered one of the biggest areas of waste was the costly distribution and consolidation hub.

The consolidation hub was not just costly, it also suffered from stock accuracy issues. Stock would go missing in the warehouse, or not be present when it was supposed to be. As 'ships-don't-wait', P&O would have to flex heavily at further cost, to ensure every essential was ship-side on time.

It was clear to see exactly where the consolidation hub was failing operations. Using a hub to consolidate stock from multiple suppliers was resulting in costly operations, and missing stock was tarnishing the reputation of these suppliers despite them having no control over the situation.

After completing our final review, we offered P&O Ferries an effective and suitable one-supplier solution. By making Tower their sole supplier for final-mile ship-side delivery, they no longer needed the consolidation hub. This eliminated the need for the hub and saved the client millions in cost.

This is a perfect example of how we focus on, develop, and nurture mutually beneficial long-term partnerships when we do business with clients. Our reviews and analysis are there to make our clients' lives easier, help them save on resources and costs, and reduce waste wherever we see it.

We can help clients the most when we offer a one-supplier-solution. Using a consolidation hub and working with multiple suppliers can work, but there is often more risk involved, more to manage, and more wasted resources spent on arranging deliveries and organising transport.

Tower can eliminate the need to split PPE, cleaning, and non-food consumables over several suppliers. As well as sourcing stock to find the right product solutions, we can consolidate at every turn and arrange the right deliveries that won't let ship operations down when it matters.

# Creating a just-in-time responsive service

How we became a full-service and solution supplier for Red Funnel.

One key advantage of having Tower as a trusted partner is our breadth of service and support. We don't believe there is hurdle that cannot be overcome. And our decades of experience spread across multiple sectors have made us an unrivalled solution finder for business challenges.

One ferry client, Red Funnel, have an especially high-frequency, short-sea route. This means that how they use their 'down time' in between crossings is of the upmost importance. It's essential that everything runs like clockwork, which for us means focussing on 'just-in-time' delivery services.

For ferries, just-in-time delivery saves valuable passenger space on-board. The last thing a high-frequency ferry needs is storage used on items that might not be used on the journey. But this also means that when they do need resupplying during downtime, it must be done as fast as possible.

We therefore developed a hybrid solution for Red Funnel, called 'on-site-just-in-time' delivery. This is a consignment-based vendor managed inventory. When Red Funnel's boats come into dock, they now have a small amount of PPE & workwear ready to go on shelves for easy and quick replacement.

Not only does this save vital passenger space on-board, but it also ensures there is minimal delay on the boat moving out. Simply put, we eliminated the need to store any spare stock on-board. This ensures maximum ROI from each trip and prevents any worker needing to source items in port.



**RED FUNNEL**

# CtrlCloud improves client control and safety

How we developed a much-needed ordering platform for MDL Marinas.

MDL Marinas manage marinas mainly on the UK South Coast, ensuring the safe storage of vessels whilst policing the marinas to make sure everyone is acting safely and following procedures. They therefore work in a high risk, near-water environment, with a heavy emphasis on workplace safety.

But with locations spread across hundreds of miles, their Health & Safety Director cannot be everywhere at once. And with workers sourcing PPE dockside at places such as chandlers, the Director cannot always control and monitor which products are being used and when.

As the safety expert partner for MDL Marinas, we needed to develop a solution. We needed to ensure that the Health & Safety Director had complete control over what PPE was being issued, and the ability to make sure it was always available for workers when they needed to replace it.

We visited their sites, travelling the breadth of the South Coast to completely understand how MDL Marinas operates. It was especially important for us to see people at work and the risks they faced, so we develop and rationalise a range that prioritised safety as well as performance.

We developed a solution with our CtrlCloud smart ordering platform, to get the right products, to the right place, at the right time. We also ensured that each marina had its own range unique to the risks and work environment, such as ridges in boots for working on slippery ladders.

As well as giving complete control back to the client over PPE, our CtrlCloud solution also restricted workers from using chandlers to purchase goods. Not only are these goods often more expensive, but there is also very little quality consistency when products are bought across multiple brands.

CtrlCloud gave MDL Marinas the ability to allocate PPE and workwear to each role, based on the risks involved in their daily tasks. As well as peace of mind when it came to workplace safety, this meant less products were purchased, for an immediate financial benefit to the company.



**MDL Marinas**

# CtrlFlow ECA changes everything

**How we helped a cruise client with a completely chemical-free cleaning solution.**

One of our most important goals in the industries we operate in is to help our clients reduce the use of chemicals used in cleaning and disinfecting. This means providing them with an environmentally friendly and sustainable alternative that is just as effective and powerful.

We therefore turned to Electrochemical activation (ECA) technology to develop a solution. ECA is activated by electrolysis, turning salt and water into an effective cleaning solution and disinfectant. It looks like water, but it is deceptively powerful and up to 100 times more effective than bleach.

Our solution is called CtrlFlow ECA, which we developed to be especially suited for use onboard ships. Our innovative CtrlFlow ECA systems have the power to produce an endless supply of cleaning and disinfecting solution, whilst being completely hypoallergenic and non-abrasive.

CtrlFlow ECA systems are simple to install. All that's needed is electricity, water, and salt. Once in place, the system and the ECA solution will replace the use of thousands of cleaning products except for heavy-duty degreasers and limescale removers.

The first successful pilot of the solution was with Carnival UK, and it was used on multiple cruise ships including P&O Cruises and Cunard. The results were even better than anyone expected, and no other product has had as much of an impact on cleaning and sanitisation.

CtrlFlow ECA reduced the client's plastics, costs, logistics, transport, replaced 90% of cleaning and disinfectant products, and eliminated crew exposure to highly concentrated packaged chemicals. It also saved on sourcing, storing, transporting, and disposing of chemicals and their plastic containers.

The client also found CtrlFlow helped them improve sustainability. No plastic containers are brought onto the ship, it has a large capacity, no waste, and is safe enough to go straight into the ocean. Using the solution requires no PPE and it works on every surface including carpets and floors.

**CtrlFlow** 

this changes everything

# Replacing off-the-shelf with bespoke design

How we developed a more suitable coverall solution for a global port operator.

A global port operator client had tried all the off-the-shelf market coverall product options available and felt that none were suitable for their needs. After reaching out to Tower, we immediately started looking at a new and more suitable solution that would keep their workers safe.

Creating tailored solutions helps us add value for partners, and it's important that products are right for the job, because safety is always a necessity. And with such a variety of working environments and unique risks, it is common for a bespoke solution to be required to ensure workplace safety.

But we also need to make it comfortable for them to perform to their best. If workers don't enjoy wearing PPE, they may choose not to wear it. This puts people at risk. That's why we always listen to clients who are struggling to find solutions that their workers enjoy wearing and keep them safe.

Our first course of action was to go to the sites and watch them work. We talked to workers about their working conditions and ensured we fully understood all the risks involved. Once this analysis was completed, we then contacted our manufacturer to begin working on the new solution.

Several developments needed to be made to the coverall solution to make it the most suitable possible. One of the key developments was to ensure that the coverall incorporated a harness much more easily and comfortably. This was seen as an important requirement for the client's workers.

The ability for PPE to interact with specific safety equipment and work tools is often what makes bespoke solutions more suitable than what was previously available. And with this development, the client then had a product that was both safe, and frustration-free for all its workers.



Scan QR code to find out more.  
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**TOWER**