



THE UNIVERSITY OF HULL

Case Study:

Reva Industries Ltd

Logistics Institute assists local acrylic bath manufacturer identify and implement new supply strategies

Introduction

Reva Industries Limited is the fourth largest manufacturer of acrylic baths in the UK. Based in Hull, East Yorkshire, the company manufactures around 150,000 baths per year and employs just under 100 people.

Currently operating across Western Europe, Reva is looking to grow its market share and provide a wider range of products to its customers. The company has worked with many exclusive schemes aimed at business improvement such as The Dart Scheme, The Design Council's Immerse Programme and now the Logistics Institute- making Reva one to watch for the future.

Logistics Institute assistance

Reva are going through a period of change throughout all areas of the company, and wished to see how the existing logistical activities of the business could be improved to support this and ensure that all new developments are a success. With the Logistics Institute positioned locally, it was a natural choice for assistance in this area.

The Logistics Institute have the following objectives for their three phase plan of work with Reva Industries:

- Identify efficient supply routes for Reva
- Determine solutions for both long and short term issues
- Examine key operational, contractual and service level requirements
- Develop an implementation plan

Results

The project-based approach to the work has allowed Reva to benefit from high calibre specialists being employed to complete the work. The readily available specialists have allowed work to continue rapidly with the added benefit of internal project management provided by the Logistics Institute.

Unforeseen benefits identified in the process mapping exercise are already providing additional cost savings, which are in effect likely to fund the exercise before the main parts of the project even start. This has proved the experience and success rates held by the Logistics Institute to be invaluable and has surpassed the high expectations of Reva.

The future

As a result of the work carried out, Reva can now be assured that any logistical change that goes ahead will be as effective as possible from the outset and that this will greatly improve the chances of successful growth at the company. For Gary Stevens, Managing Director, the collaboration with the Logistics Institute has been very positive

'The work undertaken by our team at the Logistics Institute has been a real eye opener to Reva. Not only has the work identified and realised cost savings for us in the initial phase, their professional approach to the project gave me great confidence in achieving our desired objectives. I have no reservations in recommending the Logistics Institute to other businesses considering alternative routes to market, or who wish to review their current logistical operations.'

Contact us

The Logistics Institute
Hull University Business School
Cottingham Road
Hull, HU6 7RX

T: +44 (0) 1482 463010
E: r.anderson@hull.ac.uk
W: www.uhli.org