


Enabling future growth for JDE

How WTA's speedy service supports a vital part of JDE's business development.

Excellent 

Rated 4.7 out of 5 on  Trustpilot

Logistics doesn't have to be a maze.



Who are JDE?

Jacobs Douwe Egberts are the world's leading pure-play coffee and tea company, headquartered in The Netherlands.

Founded over 265 years ago, today JDE operates in more than 100 countries, through a portfolio of over 50 brands including L'OR, Jacobs, Senseo, Tassimo, Douwe Egberts, OldTown, Super, Pickwick and Moccona.

Chances are, we've all enjoyed our morning cuppa courtesy of JDE many times over the years.



Maximising value added

JDE's relationship with WTA goes back over 20 years. Our work is mostly with their R&D department, transporting top secret product innovations between European destinations, including France, Germany and the Netherlands. Vital for ensuring JDE maintain position as a market leader in their industry.

Our value to JDE, is in our responsiveness and high-quality service.

The R&D team need a logistics provider who can ensure the security of high-value cargo, arranged at short notice. The nature of new product development involves company stakeholders at a variety of levels. Our high level of organisation means we can accommodate complex transportation requests, often with only 24-48 hours' notice.

JDE benefit from the decades of experience running through our food and road freight teams, alongside strong relationships with only the most reliable hauliers, to deliver a solution which meets their goals.



We are also heavily involved in their customs across the entire European arm of the business. Ensuring smooth flow of goods between the UK, EU and other destinations including Norway and Morocco.

With Brexit incoming in 2019, JDE needed a provider for their customs procedures. One they knew could be trusted to deliver speedy and reliable processing of their goods. From a team experienced in the extra complexity of food and beverages.

Following several process meetings between our team and JDE in 2019, WTA have been the trusted customs broker since the UK's official departure from the European Union.

2600+

JDE shipments cleared by WTA per year

A solution working for all parties...

Kimberley Hines
Head of Key Accounts,
WTA



“Speed of service is the vital component of our work with JDE. New product development is a complex process, involving many business stakeholders.

Consequently, taking a call one day for delivery the next is not uncommon. We’re always ready to move quickly to support JDE with their future product lines, reducing time to market.”

Charles Edge
R&D Facilities Manager,
JDE



“WTA are an excellent support pillar for our business ensuring we have goods and samples in the correct place at the correct time to keep our development programs on track.

In Research and Development shipment requests are always changing and sometimes come in late, WTA are always there and flexible to keep up with our fast pace of innovation. WTA are quick and reliable to keep goods moving from all parts of the world.”

Simon McAvoy
WTA Customs
Specialist



“In our initial process meetings, JDE were impressed with our thorough approach to UK customs and that has continued to this day.

Emphasis is placed on speed, transparent pricing and the expertise of our team. With those 3 priorities, JDE’s supply chain has been able to continue functioning effectively, despite the border disruption in recent years.”

What WTA's work with JDE means for you

WTA's long-established relationship with JDE embodies our approach to business.

We believe in building partnerships with our clients, more than just transactional relationships. We'll work with you to find a logistics solution which perfectly meets your supply chain KPIs, whether that is speed of service, sustainability, cost optimisation, lead time reduction or anything else.

We encourage clients to demand more of their freight forwarder. They should be delivering free market insights and using their expertise to improve your supply chain.

We have the same approach with our people. Building long-term careers with WTA is a key focus of the business. That's why 45% of our team have been with us more than 5 years. Happy and experienced staff is our service superpower.



What our other customers say...

**Rebecca Johnson,
Logistics Manager, Silver
Spoon**

"I have worked with WTA for three years. The service they provide is fantastic... They are very adaptable at dealing with change and assisting with last-minute transport requirements."

Nicky Else, Mountney Ltd

"We have worked with WTA for many years now. They are very professional, efficient, understanding and always honest."

**Micaela Moroney, International Sales
Operations Manager at The Millboard
Company**

"We have been working with WTA for a number of years now and their service is exceptional. They respond quickly to emails, are very efficient and will always try and work to our preferred collection dates. A pleasure to work with."

**Sam Ager,
Alphatech Ltd**

"Always very helpful with all enquiries we send their way and go the extra mile."

**Roberto Cantaluppi,
T.S.T.S.A**

"WTA means: Great partner, great business and great friends. With them always."

James Carey, Templar Publishing

"The help, advice and service we receive is the main reason we have not been tempted away. We appreciate the passion and patience of your team."

Aga Gruszczyk, Buyer, Knight Group


"Great communication, competitive prices, very reliable. We use WTA for almost all of our overseas exports and imports, recommend!"

**Lynn
McLauchlan,
Magnum Cream
Liqueur**

"The customer service this company supplied was fantastic."

wta

Excellent 

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Meet Jade Blackburn

Head of Sales, WTA Group

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Jade is passionate in her support of the UK's biggest manufacturing sector; food and drink. She is loved by our clients at WTA for her super friendly and honest approach.

She has built her expertise in the food and drink industry by placing very close attention to Brexit and focusing on the nuances of moving these goods. Consequently, she can comfortably advise businesses of all sizes in the sector.

Contact us.

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