

wta

uncommonly

Unmatched white glove logistics.

Exceptional service for SMEs
with unique shipping requirements

Logistics doesn't have to be a maze.



Who are Uncommonly?

Uncommonly are a boutique media agency based in London. Set up in 2018 by James Collard, Sarah Glyde and Gill Morgan, the agency delivers crafted content for a range of leading luxury and cultural brands.

But WTA's relationship with Uncommonly goes back further than that. Until 2018, they operated under the name Brave New World, who we started working with in 2012.

Key achievements

17

**projects
delivered**

We have successfully supported Uncommonly (& Brave New World) with their bespoke projects since 2012.

100+

**delivery
locations**

We've delivered books and magazines to all corners of the world. From Shanghai to San Francisco and London to Langkawi.

21k+

**books in a
typical project**

We optimise each delivery load to maximise Uncommonly's value for money.

26

**US states
visited**

These projects have seen WTA deliveries in over half the United States of America.

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How we help

Uncommonly design and print specialist media for a range of brands and individuals, including the lavish biannual St. Regis Magazine, 'Beyond'. The magazine is developed for guests staying at St. Regis Hotels and Resorts, covering travel, style, art, food and drink and lifestyle trends.

It's WTA's job to ship Uncommonly's magazines and books in a timely manner to the clients. In the case of the St. Regis Hotel magazine, they form a vital part of their seasonal marketing campaigns.

With over 100 different locations, each country has its own customs requirements. It's essential that each stage of the logistical process is meticulously mapped out to ensure on-time delivery.

As part of the process, WTA provide quotes for Uncommonly for shipping from a variety of printing locations, including the UK, Belgium and China, to help them establish their best option. Over the years we have shipped goods from a variety of locations.



WTA

"As a creative house, our focus is on concepts and designs for literature and books to support the marketing of St. Regis Hotels. We therefore outsource the international distribution of printed material to WTA Group. Our creative efforts are only productive if books and literature are delivered on time, in full and in excellent condition. We greatly value WTA's approach to working with us to meet these requirements."

Sarah Glyde, Uncommonly Founder

How we help continued...

WTA arrange collection direct from the printer chosen. The magazines are already packed and labelled for the correct destination. Once collected, we bring them to one of our depots for sorting. Here we split the items into regional groups to maximise cost efficiency in their shipment. The modes of transport for each is decided by which is the greatest balance of cost and speed, at the request of Uncommonly.

To remove the risk of delays or seizures at customs, WTA pre-clears copy, images and design where national sensitivities deem such measures necessary. As each consignee has unique requirements, details of deliveries are discussed in advance and specific procedures developed by WTA to meet their individual needs, ensuring trouble free worldwide delivery.

Once the goods have arrived at regional distribution centres, we then arrange final-mile delivery to the chosen final destination, whether that is a personal or business address.

Throughout the process, WTA provides a comprehensive weekly reports which update the client on the status of deliveries, removing the stress of the entire process. We also send one invoice at the end which covers the entire project to simplify proceedings further for Uncommonly.

“You provide us with valuable continuing access to an experienced, knowledgeable team who, working with us, plan production, shipments and deliveries. You also offer a flexible, rapid and effective response to the many changes that inevitably occur in an ongoing global programme.

In our dealings so far, we have found WTA a truly efficient, cost-effective, expert one-stop-shop for our international supply chain logistic needs and a partner that is easy and pleasant to work with. Keep it up!”

Sarah Glyde, Uncommonly Founder



How this helps you.

With WTA, you can enjoy an expert service like no other. 17 successful projects delivered for Uncommonly proves our capacity to deliver tailor-made logistical solutions for your specific business needs.

No matter where in the world your goods need to reach. Whether your priorities lie in supply chain reliability, cost minimisation, speed or sustainability, we will craft a solution for you.

We have experts operating across 679 trade lanes, touching every content, who can apply their extensive knowledge to get your goods to their final destination on time, securely and in accordance with your budget.

Regardless of your size, WTA has the right team to ensure success with your logistical requirements.

WTA





Meet Jade Blackburn



Jade Blackburn, Head of Sales
WTA

jade.blackburn@wtagroup.com

Jade's approach is based on being honest and transparent from the start. Offering realistic timelines rather than false promises which lead to disappointment later.

It's this refreshing approach which builds trust early and has gained her so many recommendations over the years.

Contact us.

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