



**The Mersey Docks and Harbour Company**

Maritime Centre, Port of Liverpool L21 1LA.

Main Tel: 0151-949 6000

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**To whom it may concern**

In 2004, DP Express Furniture and Mersey Docks and Harbour Company entered into a contract whereby MDHC leased a modern 10,000 sq.m. high bay warehouse to Lloyds Fraser the logistics provider of DP.

The project was as a result of a detailed study undertaken by Chris Baxter - DP's Logistics Director, who had identified that a National Distribution Centre located in the Liverpool area, preferably within the Port of Liverpool, would provide the best location to maximise efficiencies in the supply chain to serve DP's stores nationwide.

The majority of the products sold through DP's stores are sourced globally, but particular from the Far East, India and South America. With the Port of Liverpool's increasing spread of container services major savings could be achieved by locating within the Port to reduce container haulage costs.

From the first meeting with Chris on this project, I found him to be open, direct and focussed on the objectives he needed to achieve. Chris has excellent communication skills – listening as well as directing and we found that he was clear and open about the objectives he needed to achieve. He has a relaxed and positive approach and welcomed our ideas which resulted in our meetings being conducted in a businesslike and friendly manner. This contributed to the speed in which the project was successfully completed, in a near seamless fashion, to meet a tight deadline.

In over 20 years of experience with such projects I found the contract with DP Express managed by Chris to be unique and from both a corporate as well as personal point of view it was extremely satisfying.

Chris is a consummate professional who will be an asset to any company in such challenging situations.

**Frank Robotham**  
**Director of Marketing**

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Registration England ZC 189.