

Keeping Supply Chains Moving During the Holiday Period

Logistics Support That Doesn't Stop

Freightline provides reliable logistics solutions during periods of high operational pressure and limited transport options. Fully operational across the UK and Europe, including retail, engineering, and warehouse movements, Freightline supports multi-location customers with time-critical transport, keeping supply chains running during industry slowdowns and periods of reduced network availability.

The Challenge

Sustaining Critical Transport During Seasonal Shutdowns

The Christmas and New Year period strains transport capacity, with demand rising before the shutdown. Between December 22nd and the 24th, customers confirmed planned and urgent moves to support mid-holiday delivery and avoid disruption when sites reopened in January.

Some movements were pre-scheduled but highly time-sensitive, as missed collections before closure could delay deliveries by days. Limited driver availability, unreliable agency cover, and vehicle capacity constraints meant even minor disruptions risked stock shortages, delays, and backlogs when sites reopened. European regulations increased complexity with reduced hours, fixed delivery windows, urgent bookings, cross-border collections, and less flexibility.

Customers needed a logistics partner that could remain operational, adapt rapidly, and deliver consistent coverage without disruption throughout a sustained period of operational pressure.

Our Strategy

24/7 Coverage and Rapid Response Across UK and European Networks

Freightline remained fully operational over the holiday season, providing clients with responsive logistics support despite network constraints. Operating around the clock, Freightline supported planned and urgent movements across UK and European routes without interruption, ensuring customers retained access to transport during time-critical requirements when alternatives were unavailable.

A range of flexible solutions was provided during this period, including artic transport for retail, short-notice van moves for engineering, and European freight with fixed deadlines. European shipments were scheduled before Christmas Day, with collection windows for early January deliveries. Freightline arranged short-term storage to align freight with customer hours, bridging gaps and matching availability with operating hours.

When customers faced driver shortages or surges, Freightline swiftly secured replacement vehicles, often within two hours, preventing service failures and missed deliveries. Clear communication and rapid escalation were prioritised to ensure customers maintained visibility and confidence during reduced service times. This ensured continuity across all shipments, even during peak reopening days, across multiple sectors and critical supply chains.

Ensuring Continuity When Others Slow Down



EXPERT INSIGHT

"When demand persists but capacity drops, availability is critical. 24/7 support helps customers maintain service, meet delivery schedules, and protect operations during peaks, even if networks slow or shut down. Reliable transport ensures continuity, confidence, and control."



Our Impact

Protecting Supply Chains across the UK and Europe

Freightline's availability kept customers' critical operations unaffected during the season shutdown. Over the period, more than 70 UK domestic movements and 45 UK-to-Europe shipments were completed. These shipments supported retail, engineering, and warehouse activity, with no failed loads or missed delivery windows.

Urgent requests were managed swiftly to maintain coverage, protect stock, support technicians, and coordinate warehouse movements with reopening plans. About half of UK movements were same day, demonstrating Freightline's quick response to driver shortages and last-minute demand. This high-risk period performance boosted customer confidence and proved Freightline's ability to deliver reliable, time-critical logistics when needed.

Why Our Approach Works

- **Always-On Availability:** Freightline operates 24/7, 365 days a year, ensuring customers can access transport when much of the industry is offline, and capacity is limited.
- **Rapid Response Under Pressure:** Short-notice requests are handled quickly, helping prevent failures caused by driver shortages or unexpected demand.
- **Flexible Vehicle Access:** A wide range of vehicle types to help support retail, engineering, and warehouse movements without delay or compromise
- **Clear Communication:** Proactive updates and fast escalation provide reassurance, visibility, and confidence when timing is critical.

The Freightline Difference



"Freightline supports customers when transport networks are under pressure. By remaining fully operational 24/7, 365 days a year, we provide reliable UK and European logistics during periods of capacity constraints. Our responsive, time-critical approach helps businesses continue operating without disruption, even when others close. "

Conclusion

Freightline's ability to remain operational, responsive, and flexible across the UK and Europe ensured customers could continue trading without disruption amid increased pressure. By providing rapid response, reliable capacity, and proactive communication, critical movements were supported, from domestic same-day deliveries to complex international freight.

Consistent execution prevents delivery failures, protects stock availability, and enables customers to maintain service levels despite limited driver availability and tight timeframes. Whether responding to urgent, last-minute requests or managing planned movements across multiple locations, Freightline delivered control and certainty during one of the most demanding periods of the logistics calendar.

Experience Professional International Freight
Ready to see how we can simplify your complex logistics requirements?

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Freightline

Dedicated Logistics Specialists