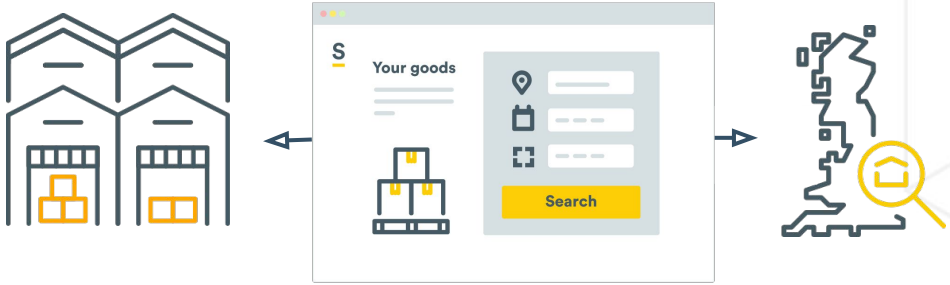
Stowga.
Warehousing as a Service

What is Stowga?

Stowga is a B2B online marketplace that allows warehouses with spare capacity to connect with businesses requiring on-demand warehousing services.

Warehouses

Additional income for unused space.

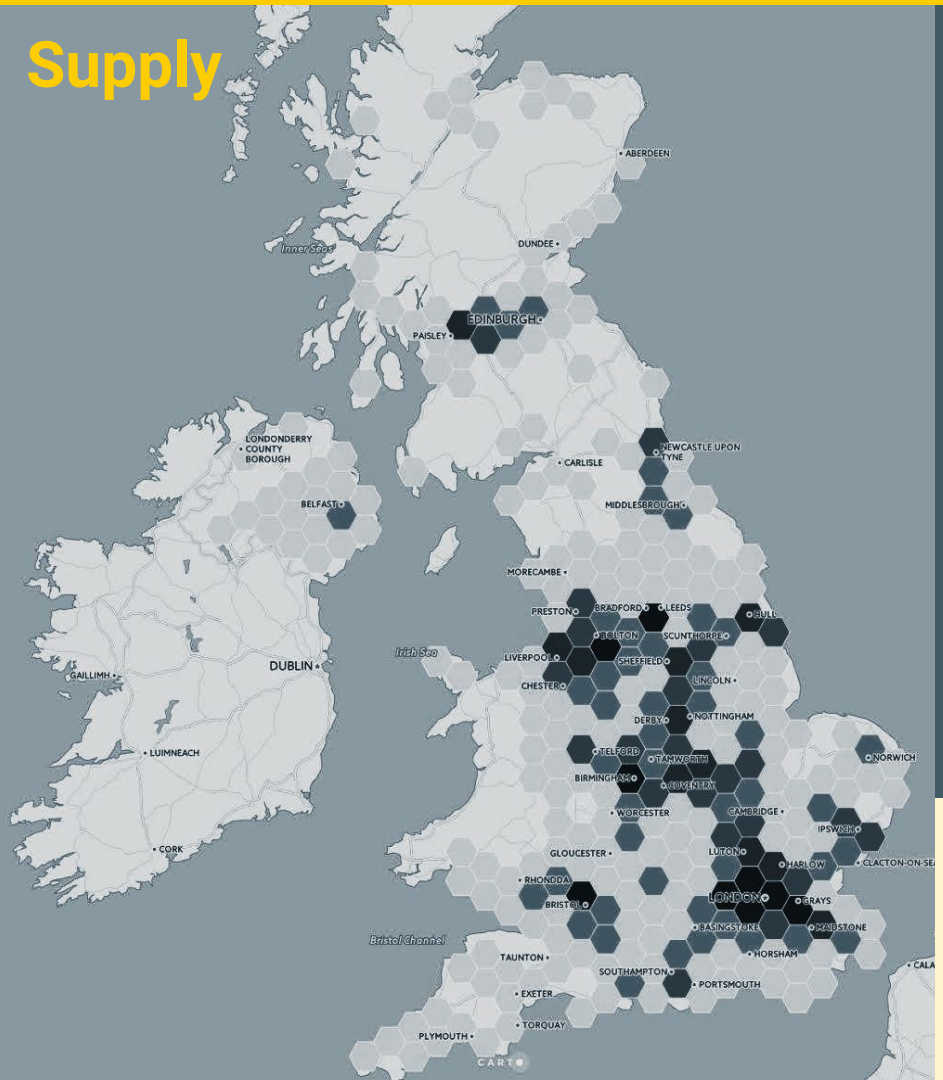


Businesses

Dynamically scalable warehousing with no lease commitments.

How it works

Supply



The Stowga Platform is the most comprehensive database of on-demand warehousing supply in the UK. With over 4,000 sites on our books including:

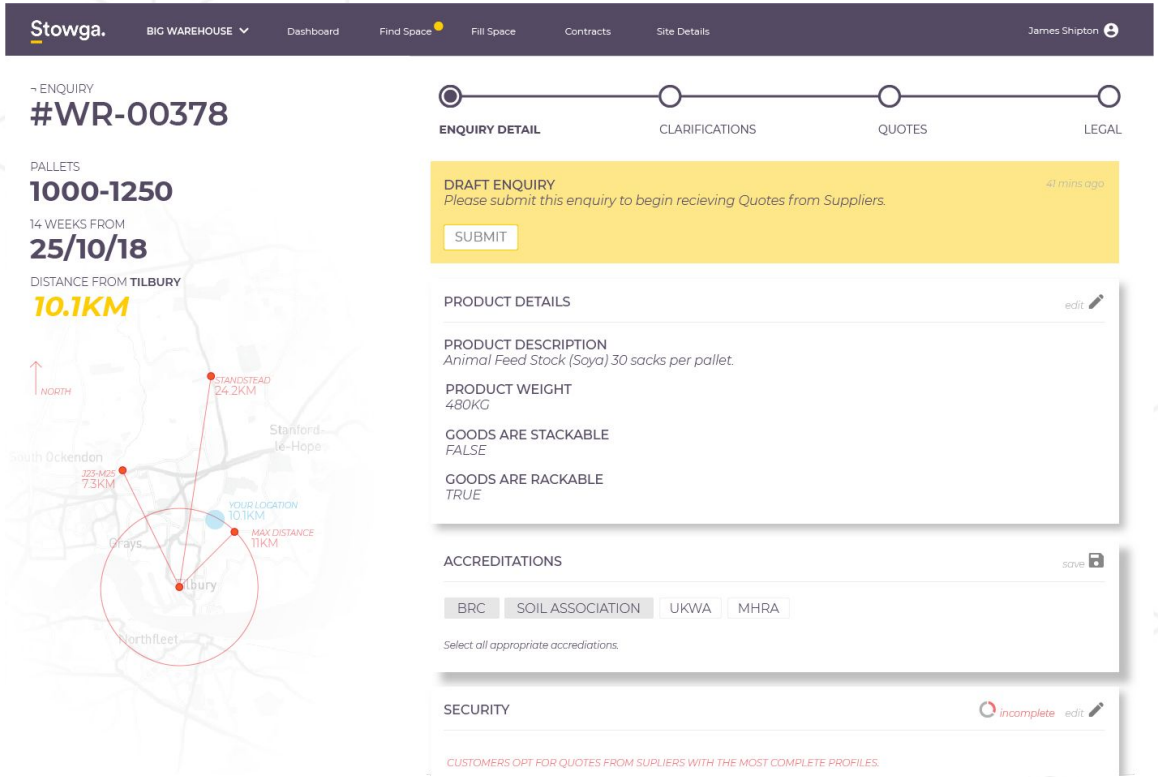
- Third Party Logistics Providers (3PL's)
- Fulfilment centres
- Frozen and Chilled warehouses
- Accredited and Bonded warehouses
- "Greyspace"

We use our platform to send out potential deals to all suitable warehouses giving them the option to bid for the business.

We have signed up warehousing companies all over the country from small family run businesses to industry giants including:

XPO Logistics ASDA Unilever

Step 1 - Customers fill in a form giving details of their requirements



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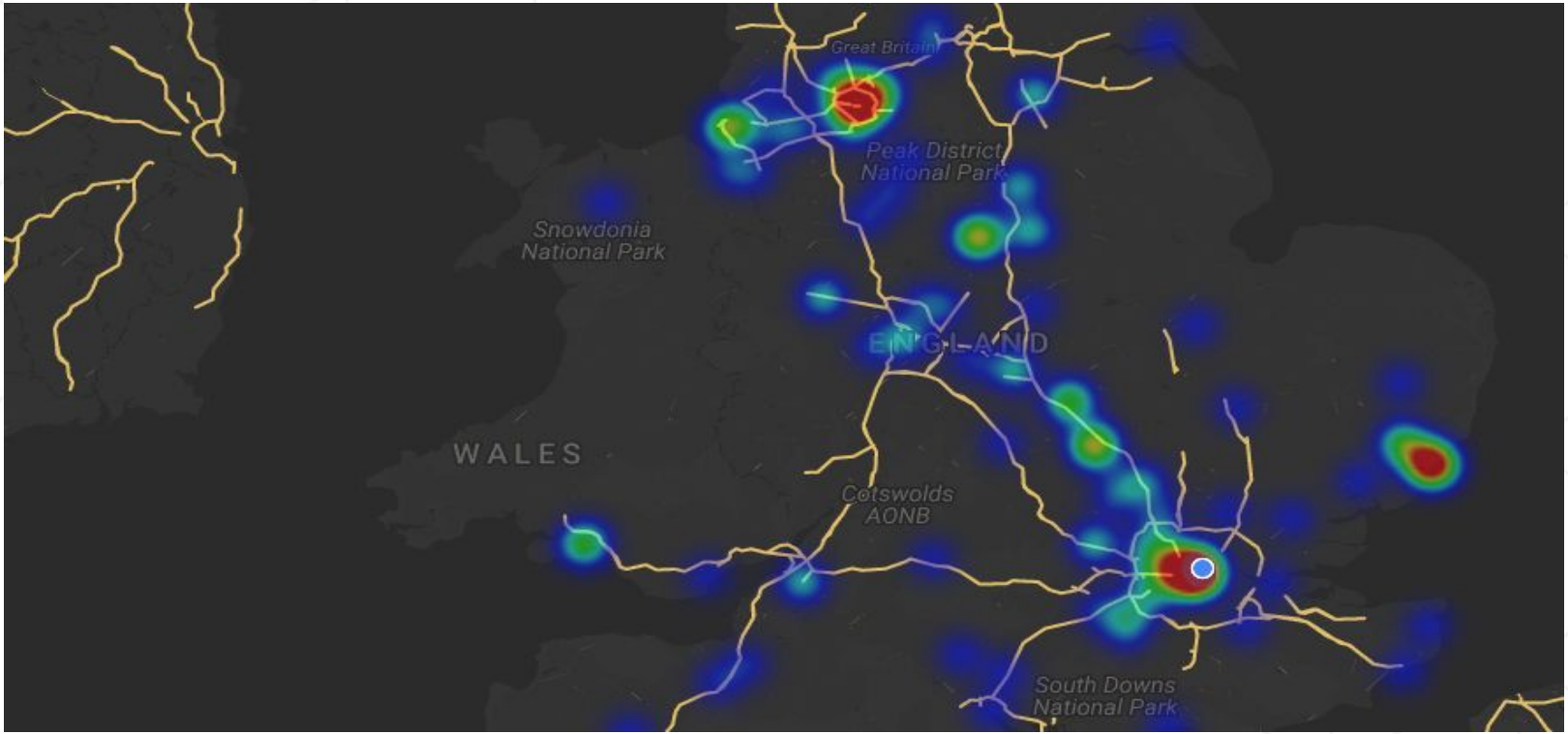
Product description, location, time, volume, facilities and services required

Step 2 - Stowga matches requirements against database



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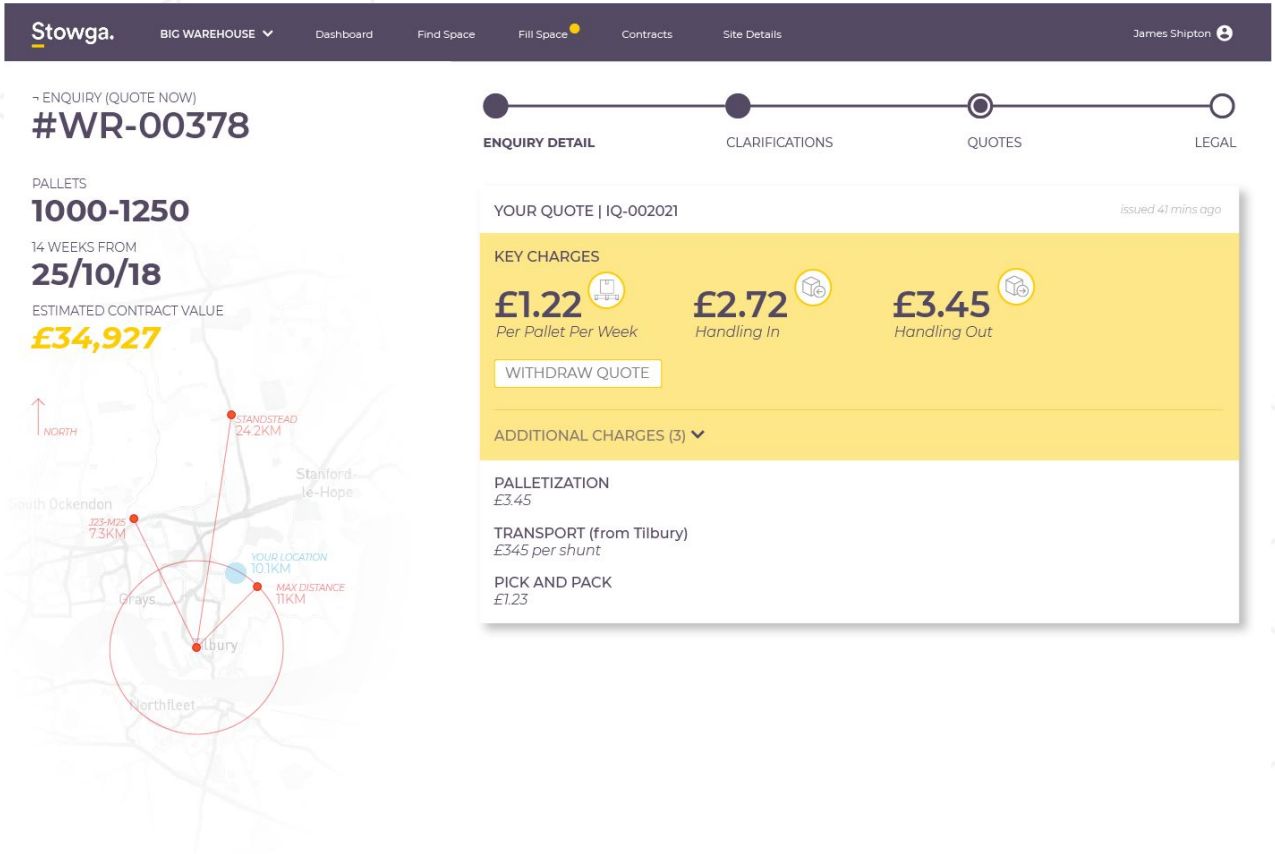
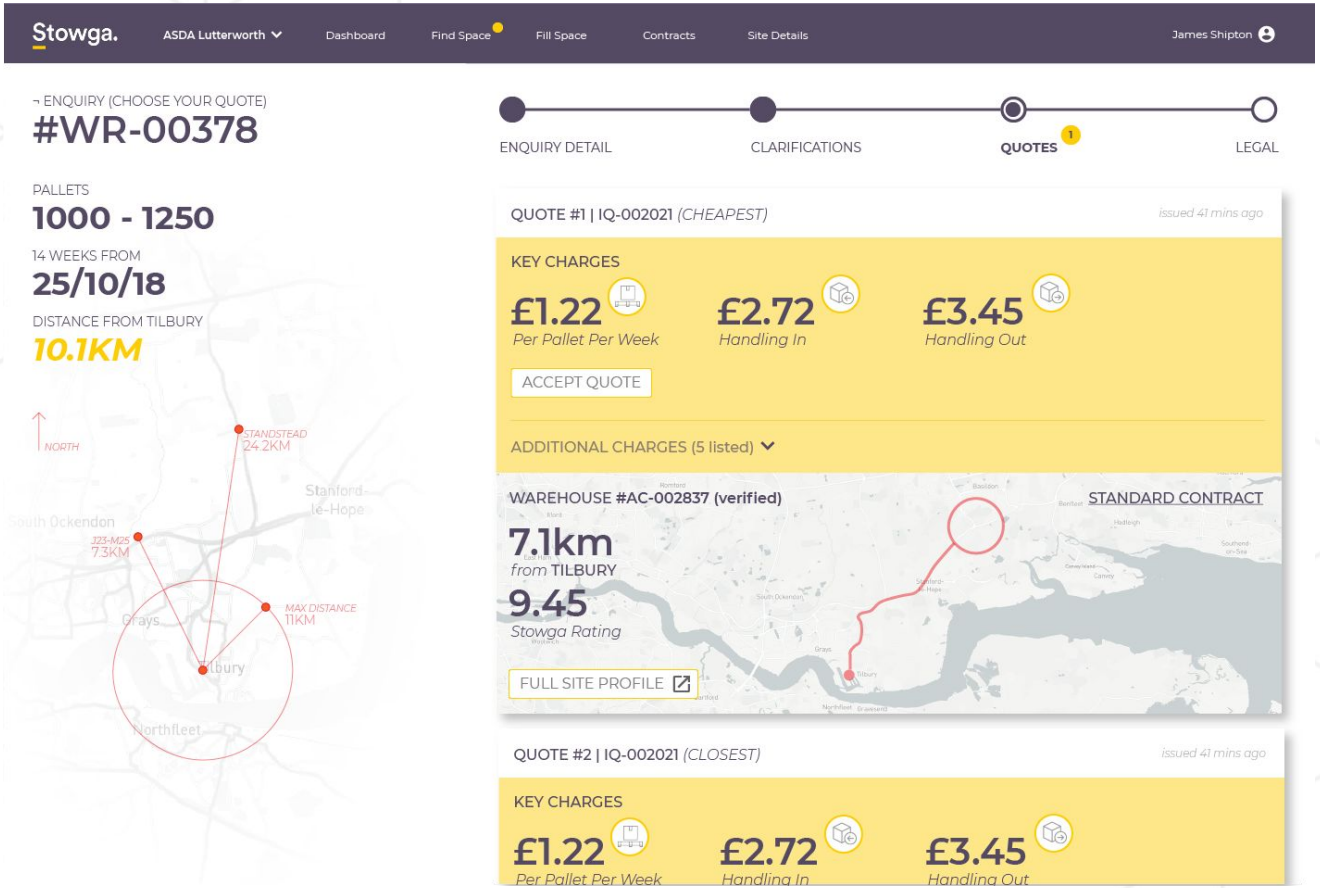
Step 3 - Warehouse bids for business

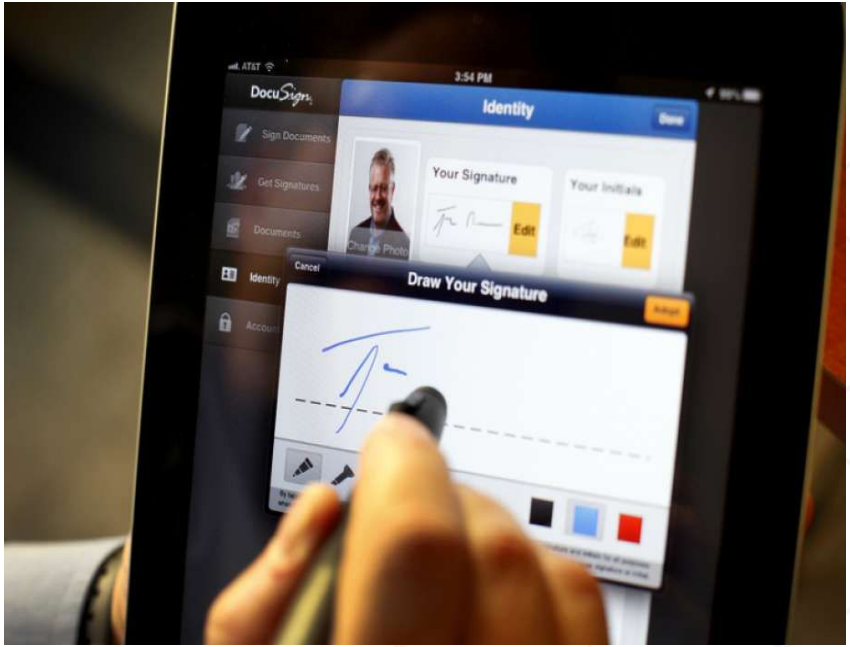


Step 4 - Stowga aggregates bids and customer selects preferred site



Step 5 - Sign and pay

- Contracts sent electronically
- Signed via Docusign
- Deposit and invoicing raised via Xero



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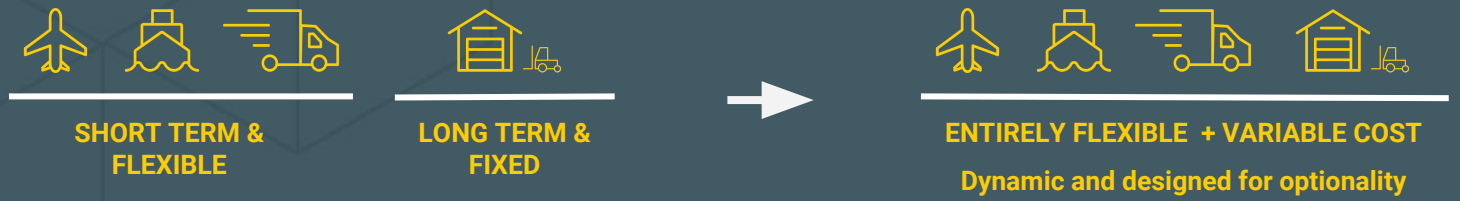
FIND SPACE

Financial and operational advantages for occupiers

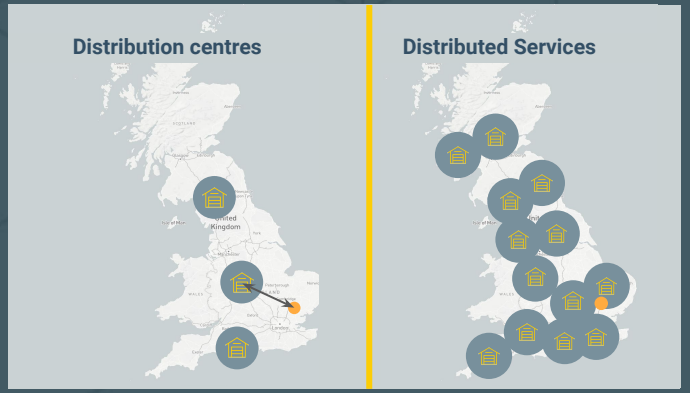
Completely dynamic supply chain



Stowga customers can **dynamically scale** up or down warehousing as and when required, only paying for what they use, and **storing their products across multiple sites.**

Stowga gives the **flexibility** to store products in the right place for the right price without committing long term, therefore providing a **buffer** against external market volatility and future uncertainty.

Agility to move fast and innovate



Distributed Warehousing = Better customer experience + Reduced costs

- **MOVE FAST:** It can take as little as 3 days from enquiry to actually moving in to a Stowga warehouse.
- **INNOVATE:** Test new markets quickly and with no long term commitment.
- **DISTRIBUTE:** Consumers expect faster delivery times. The only solution is to have products closer to customers.
- The traditional hub and spoke model is being supplemented by smaller regional distribution centres.
- Reduce distances and you don't just reduce delivery times; you also reduce driver costs, fuel costs and fuel emissions.

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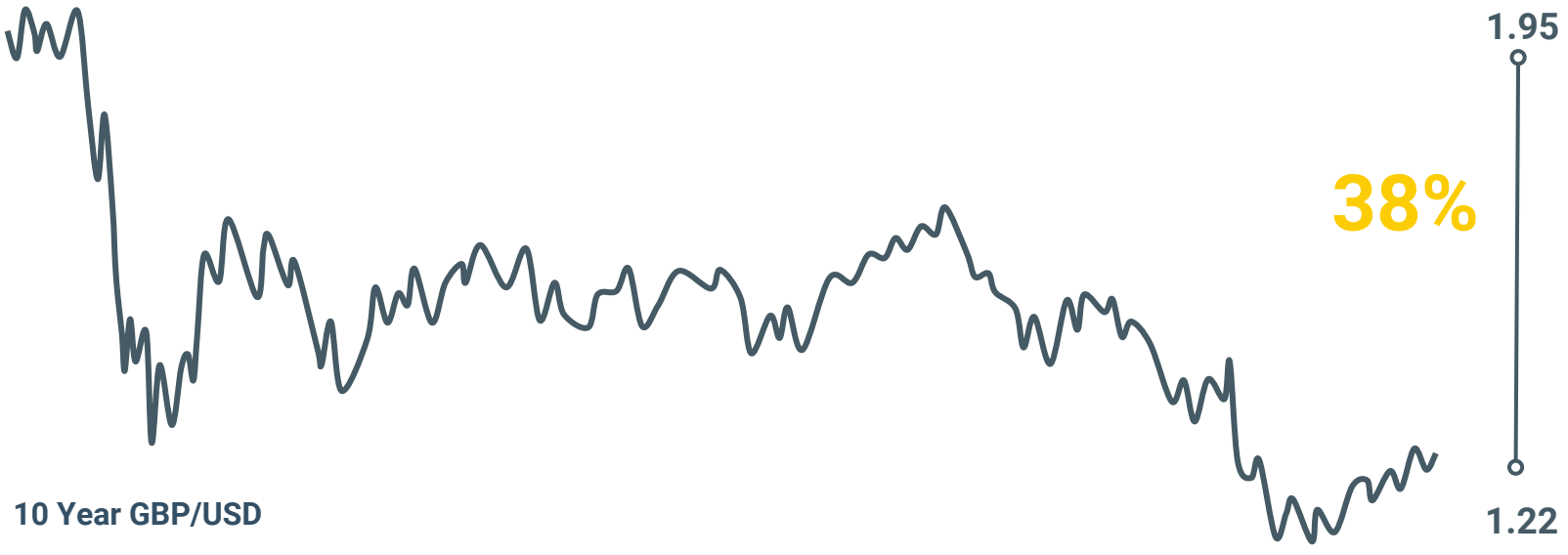
Hedge against uncertainty



If you could go back in time would you still sign a long term lease if there was the option to have some flexibility?

FILL SPACE

Optimising warehouses and sweating the asset

Every warehouse will be
under-utilised for parts of the year.
That’s wasted space, not generating
income yet is a cost to your business.
Stowga can find other
businesses to take that space.
In doing so we turn a
liability into an asset.
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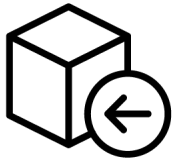
List your warehouses on Stowga

No cost to
list a site

Only pay a
success fee



Optimize services as well
as storage capacity

With a flexible contract bringing additional revenue straight to the bottom line there is zero downside to optimizing your warehouse

Case Studies

Case Study 1: Move fast

3

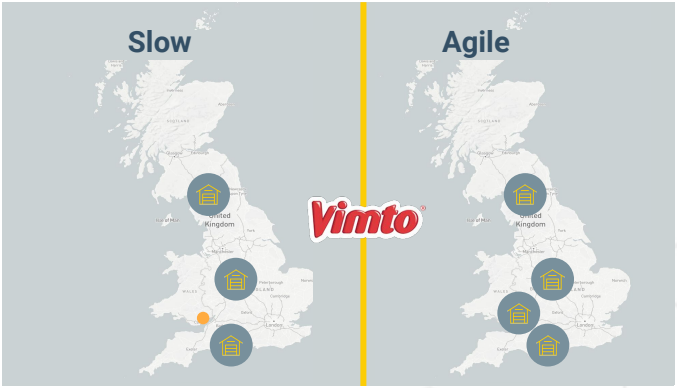
Days

Quickest transaction on Stowga

42

Days

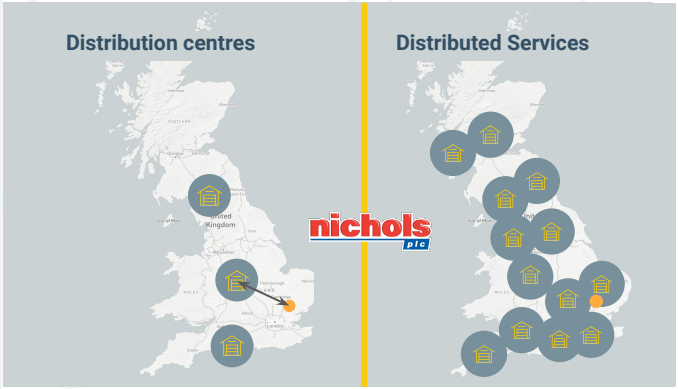
Average lead time Enquiry → Move in



CASE STUDY: Vimto

- Vimto wanted to test the Welsh market. Before they would have had to send someone to write a report, meet an agent, find a warehouse, negotiate a lease, and then be committed for several years.
- Instead Vimto came to Stowga, found a warehouse and a got a price within 2 hours and moved in less than 2 weeks later. Vimto can test the market knowing that if it does not work they can end their contract and move on.
- Stowga gives Vimto the ability to be agile and innovate fast.

Case Study 2: Distributed Warehousing



Distributed Warehousing = Better customer experience + Reduced costs

CASE STUDY: nichols plc

- Vimto's parent company Nichols switched from the traditional hub and spoke model to a 100% flexible model.
- Nichols had 3 large distribution centres but now run 14 smaller regional sites through Stowga.
- Nichols sites are therefore now statistically likelier to be closer to customers.
- Closer to customers = reduced delivery times, reduced driver and fuel costs, reduced fuel emissions.
- Big trend for the future as companies compete on delivery times to meet customer expectations.

Case Study 3: Greyspace

CASE STUDY: MAGNA PARK LUTTERWORTH

- BT (buyer) / ASDA (seller)
- BT had overspill requirement. Asda had spare capacity.
- Parties traded c40% below market price.
- BT happy to get cheap warehousing.
- Asda happy to monetise wasted capacity.
- BT and Asda would never normally speak to each other about warehousing.
- The two sites are less than 100m apart at Magna Park.

Off market space at below market prices

Summary benefits

Suppliers

Sweat the asset

- Bonus income for zero upfront cost
- Optimize services as well as storage capacity

Occupiers

Flexibility

- Innovate fast in good times
- Scale down in tough times
- Optimise network

Landlords

Customer focus

- Improved flexibility gives improved yield and ability to pay rent
- Mitigate rates

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