

# TGF Puts the Colour into Match Days

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Anyone who observes the colourful attire of spectators at some of the world's major sporting events - such as the recent Cricket World Cup – is quite possibly looking at goods which have been shipped by Toll Global Forwarding's Glasgow (UK) office for its client Sports Merchandise Global.

The Manchester (UK)-based company operates extensively within football, rugby, basketball and cricket – providing promotional merchandise and match-day give-aways to clubs, sporting bodies, sponsors and clients. Its sister company ORB International – itself one of the leading suppliers of corporate and promotional merchandise items in the UK, and one of the biggest independent sourcing houses – provides all manner of branded goods for well-known blue-chip brands like Nike, Disney, Carling and Grant's (the whiskey distillers). Toll (and predecessor Genesis) has been working with ORB since 2001.

As a result of Sports Merchandise Global's involvement in the just-completed Cricket World Cup 2011, Toll was responsible for delivering some 30 airfreight shipments totalling around 1500 kg, plus another 800 kg of ocean LCL freight. The goods shipped included bat bangs, thundersticks, caps and shirts . . . plus paperweights, medallions etc.

Preparations began back in September last year. Then, just before the series, Toll shipped the goods from the UK, Hong Kong and China to Mumbai, Delhi, Dhaka and Colombo – storing some of the merchandise, handling complicated preparations, liaising with other Toll offices regarding best ports of entry, duty etc. Much of the work had to be done within very short timeframes.

Says Sports Merchandise Global's Commercial Director George Richmond: "Toll understand our needs; 80% of our business is outside the UK so we needed a business that understood the complexity of shipping into new and emerging markets. Toll gets it right first time every time. Their service, professionalism, and willingness to go the extra mile for us have made Toll critical to our business as we continue to grow on a global scale."



Toll also handled shipments for the previous Cricket World Cup in the Caribbean, last year. Upcoming programmes that will hopefully also feature Sports Merchandise Global products shipped by Toll include a large contract for the French Football Federation, and (as Toll Today went to press) the new Indian Superleague competition starting on April 20.

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So, next time you watch the riot of colour in the stands at a major televised sports event – there's a good chance it got there thanks to Toll Global Forwarding.