

# CASE STUDY

## AV Dawson Provides Storage Solution to ElringKlinger NEAA Introduction Results in Member to Member Collaboration

### About ElringKlinger

Experts in the design and manufacture of speciality gaskets from both soft and hard materials, the company also produces sealing solutions for engine, transmission and exhaust applications, as well as manufacturing heat shields both for engine bay and under body.

### About AV Dawson

AV Dawson provides smarter supply chain solutions across Road, Rail, Land and Sea through its 100-acre Teesside freight handling facilities, including shipping and rail freight terminals, warehousing and supporting road transport fleet.

"We believe that the NEAA is the ideal platform for member to member collaboration and it was through their understanding of the members that led to our introduction with AV Dawson. We were impressed with AV Dawson's facilities and decided this was a good solution for our storage needs. We hope this is the start of a successful partnership."

**Ian Malcolm, Managing Director,  
ElringKlinger**

"We are delighted to be working with ElringKlinger delivering their storage solution. This is the first step in what we hope will be a long-term relationship with this leading Tier 1 Company. We are pleased to see that membership of the NEAA is generating member to member collaboration for the good of the region and supporting businesses like ourselves."

**Gary Dawson, Managing Director,  
AV Dawson**

### Background

Following a membership meeting with the NEAA, where ElringKlinger highlighted its steel storage issues, the Tier 1 supplier was introduced to fellow NEAA member AV Dawson, which offers a unique range of multimodal freight logistics services across road, rail, land and sea, including extensive warehousing, storage and office capacity.

### Approach and Solution

As a result of the introduction, a team from ElringKlinger were invited to AV Dawson's warehousing facility in Teesside and were impressed with their outfit. A subsequent visit to ElringKlinger's manufacturing base highlighted their storage issues. The storage of some of their aluminium coils was inefficient and taking up valuable floor space. AV Dawson was able to demonstrate its ability to store these coils much more effectively whilst new racking was being installed at ElringKlinger's manufacturing facility in Redcar.

In a matter of weeks, AV Dawson took three full loads of material into its automotive stores, which was stored in racked areas and input into its stock system. ElringKlinger is provided with a stock report and can call-off the stock as required.



### Outcome and Advantage

- AV Dawson was able to offer a quick storage solution to ElringKlinger.
- The temporary storage solution enables ElringKlinger to efficiently install its own new racking system.
- AV Dawson's stock system feeds a stock report to the client, giving real-time monitoring of its aluminium coil.
- AV Dawson has the capability to deliver stock to ElringKlinger using its comprehensive freighting facility.
- A local supplier relationship helps deliver products in a more timely manner.
- This order could be the start of a long-standing business relationship between two member companies, initiated through the NEAA.



[www.northeastautomotivealliance.com](http://www.northeastautomotivealliance.com)  
[enquiries@northeastautomotivealliance.com](mailto:enquiries@northeastautomotivealliance.com)