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# News Release

## **Scottish & Newcastle Recognizes Prism Team Services *Regional Warehouse's System Adds Value, Helps Grow Newcastle Brown Ale***

**Danville, CA** — In a difficult economy, Scottish & Newcastle's flagship product, Newcastle Brown Ale, has outperformed the US beer import category. Director of Finance & Operations, Steve Lauth, cites customer service as key to that growth and Prism Team Services as 'key to keeping sales growing.' While most of the importer's product moves directly to wholesalers in 40' container load shipments, Prism services smaller distributors throughout the SF Bay Area, West and Pacific Northwest from its Union City, CA facilities.

Newcastle was looking for a regional distribution center with a very flexible, but highly accurate system and 'couldn't be more pleased' with Prism. Prism RF scans all inbound shipments and provides immediate case and keg level visibility – for complete accuracy and full control inventory – even at 'less-than-pallet load' quantities that can strain less automated operators. "Prism's system is absolutely phenomenal. We'd like to duplicate it throughout our operations. Their real time Internet access to information and level of service allows us to serve customers we otherwise couldn't," says Steve Lauth on the first year of outsourced service by Prism. "When shipments are complete, we know immediately and are auto-emailed a signed bill of lading."

"Our work with Newcastle Brown Ale is a great example of using technology to improve customer service. Today it's about real time information accessibility, product velocity and transformation, not storage. Most 'best-practice' logistics stories are about better inventory management to, from and within the warehouse," says PRISM (and TeamDCA) President, Jere van Puffelen.

### **About Newcastle Brown Ale**

Scottish & Newcastle Importers, Co. is a wholly owned subsidiary of Scottish & Newcastle PLC, headquartered in Edinburgh, Scotland. Its flagship product in the US, Newcastle Brown Ale, had become the best selling ale in the UK and number one bottled beer in Europe by the 1990's. For more information, see [www.newcastlebrown.com](http://www.newcastlebrown.com).

### **About Prism Team Services**

PRISM provides Public and Contract Value Added Warehousing, fulfillment, club store packaging, container import export services, pick and pack, returns processing and display assembly for California, the Pacific Northwest and Western US – through 600,000 sq ft strategically located near the Port of Oakland in Northern California. Partners Jere van Puffelen and Paul Van de Roovaart are recognized for their commitment to the success of their customer businesses, and practical use of RF, Internet, order processing and inventory management systems to ensure service excellence. [www.prismlogistics.com](http://www.prismlogistics.com).

### **About TeamDCA:**

For nearly 20 years, Distribution Centers of America (DCA) has been recognized for service excellence throughout its national network of member companies, together comprising more than **12 million square feet** of warehouse space. Individually owned and operated, each member of TeamDCA is a leader in its regional market, providing value-added warehousing and logistics services responsive to the needs of companies of all sizes and *committed to customer success in that region*. For a quote, visit [www.teamdca.com](http://www.teamdca.com).