

lister since 1874 **tube**

CASE STUDY

PEACOCK SALT LTD

Listertube recently worked with Peacock Salt to produce a lightweight metal handle and legs for its new spreader. This case study explores how Listertube was able to successfully produce parts in aluminium tube, as per the customer's new innovative design.



Peacock Salt is the largest distributor of salt products in the UK. With three sites located across the UK, and a mobile bagging unit, the company employs nearly 100 people.

Peacock Salt celebrated its 140 year anniversary in 2014, making it, by far, the oldest salt company in the United Kingdom, and one of the oldest in the world. Growing from its humble 19th century beginnings where it shipped coal, wood and salt around Europe, Peacock Salt grew to become the largest importer of white marine salt in the United Kingdom, with imports in recent years coming from as far afield as India and Australia.

Throughout this time, the company has maintained strong relationships with their customers from private individuals, small and large businesses, to local authorities and private operators who trust Peacock Salt's services and products.

THE SCENARIO

Peacock Salt required a company who could produce a lightweight metal handle and legs for its new spreader, the Optio. Listertube's experience in tubing was invaluable to Peacock Salt's journey to finding the best solution.



SOLUTION

After making contact, Listertube supplied samples to Peacock Salt, which enabled them to test the spreader when it was fully built – this helped resolve any teething problems before production. In the end, the customer chose a lightweight aluminium material for the handle and legs, which could then be heat treated for forming and maximum resilience. Previously, a much heavier steel equivalent was used, which caused issues for the customer.

RESULT

Listertube was able to successfully produce parts in aluminium tube, as per the customer's new innovative design. As a result, their product is now much lighter and more user-friendly, which has given them a significant advantage in their market. By applying heat treatment to the product, Listertube has added significant value to the product by making it more durable.



"Peacock Salt found us via our website, and although their concept/design presented a lot of challenges, their friendly and pro-active approach complimented our own, and solutions were found through development and determination to achieve the correct results. They now have a market leading product, and place orders for substantial volumes to match the increasing sales of their product. All this, along with the added bonus of being really nice people to deal with!"

LISTERTUBE



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At Listertube, we are experts in tube and bar manipulation, including tube end forming and fittings assembly. We offer a UK-wide full-service subcontract package, supported by a comprehensive fabrication capability including, laser or plasma cutting of tube and associated components, brazing, welding, plating, painting, assembling and kitting.

CONTACT US

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"As part of a business established more than 140 years ago, we understand just how important the full customer service process is to the success and longevity of business relationships. It's in our DNA!"

PETER DAVIES

**CHIEF EXECUTIVE,
JAMES LISTER & SONS**