



Accessing emerging markets for the first time

An enterprise ahead of its time



Dartington Crystal – the only remaining major crystal making factory in the UK – is proudly British but has a curiously global heritage. Starting in the 1920's as the Dartington Hall Trust, founders Dorothy Elmhurst – a wealthy American heiress – and her husband Leonard had the vision of assisting economic regeneration in the area. This was to be achieved via a variety of job-generating business concerns, ranging from country crafts to cheese-making.

In 1967, with locals increasingly migrating to cities, the decision was made to carve out an entirely new industry for the area: glass-making. Expertise and help was brought in from Sweden in the form of Managing Director Eskil Vilhemson and a team of Scandinavian glass blowers to work alongside and train the Devon natives.



“The designs were originally Scandinavian,” says Neil Hughes, Managing Director. “But it wasn't long until Dartington Crystal was producing the work of home grown designers, a tradition that continues to this day.”

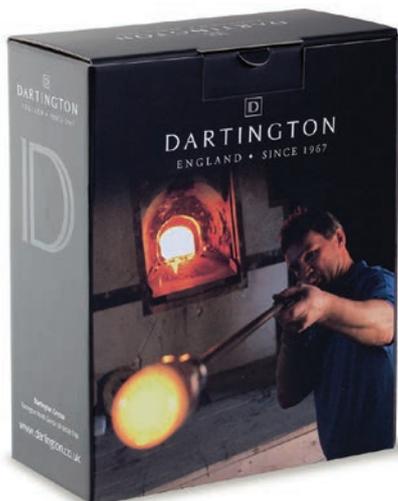
Classic designs for the modern age

Ever mindful of the founder's vision, today **Dartington Crystal** has 150 team members, many from the local area. This has proved to be successful, not just in terms of employment, but for the company as well, which now offers a diverse range of products and services. **Dartington Crystal** exudes hand-made elegance and is enjoyed by some of the world's most discerning clientele. Customers

can purchase directly online or from high-street stores and the company also sells directly to trade.

Delicate handling required

It goes without saying that crystal and glass are amongst the more fragile items to transport and that careful handling is required in all links of the supply chain. **Dartington Crystal** offers a “no quibble”



guarantee so it needs the reassurance that products will arrive in customers' hands in the same pristine condition as they leave the factory. To ensure safe and on-time delivery, **Dartington Crystal** approached FedEx in 2005 to transport all of its UK shipments.



Going global (again)

Dartington Crystal can be found everywhere from super yachts in Cannes, to cottages in the Outer Hebrides, but the company hasn't always had an international focus. As Neil reflects: "although we have had an export presence for many years, we went through a challenging time during the recession

"Having handled our domestic shipments so adeptly, we turned once again to FedEx and were able to tap into their extensive global knowledge to receive invaluable insight."

Neil Hughes, Managing Director

and our attention was very much on the domestic market." In 2013 **Dartington Crystal** reached a point where it seemed right to start looking at export markets again. "We wanted to explore emerging markets, particularly China, for the first time," adds Neil.

Making the most of British-ness



Capitalising on the demand for UK luxury brands abroad and in emerging markets has been central to the growth of the company. FedEx continues to work with Dartington very closely, not just in terms of logistics, but by being on hand to offer strategic and practical advice as well.

"In 2013, we joined **Dartington Crystal's** UK and US services together to implement seamless shipping to their American customers while handling incoming orders and samples," says Gillian Abram, Senior Account Executive, FedEx Express "Using our integrated shipping software with their e-commerce system helps their warehouse team overcome delivery challenges. This also allows them to get items ready for despatch more efficiently."

Tapping into new markets

Dartington Crystal's international presence has increased, particularly in emerging markets where the demand for British luxury brands shows no signs of slowing. "It's remarkable to think that what started as a local organisation with local aims has become the international company it is today," says Neil. "Having fast access to customers all over the world is essential to our expansion, as is knowing for a fact that our shipments will arrive exactly as intended. The further our reach becomes, the more the business grows and the more we can continue our legacy of high quality products and local job creation."

Customer Challenges:

- Crystal and glass are fragile items to transport
- "No quibble" guarantee means Dartington needs the reassurance that products will arrive in customers' hands in pristine condition
- Accessing emerging markets such as China for the first time

FedEx Solutions:

- Integrated shipping software with e-commerce system
- Safe and on-time delivery for all UK shipments
- Extensive global knowledge and insight



Neil Hughes, Managing Director, Dartington Crystal

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