

LEADING UK BASED TRADE ONLY BEARING SPECIALIST SUPPLIER



The Global Superhero & Bearing Supplier That's Exclusive To The Trade

Tom Hamlett, Managing Director at GODIVA Bearings, offers a fresh prospective on his company's strategic global position within the Bearing Industry. As one of the larger stock holding companies, GODIVA is adhering to industry trends by increasing portfolio offerings. Mr. Hamlett explains that more customers are consolidating smaller shipments into larger shipments, and further discusses why this bodes well for GODIVA's short- and long-term plans.

We had our last interview more than 7 years ago. What are the most important changes at GODIVA Bearings since then?

Wow, 7 years, where does the time go. Over that period we have bought in more stock, increased our storage capacity by adding a new warehouse, upgraded our Warehouse Management System, introduced a Customer Web Portal, upgraded our phone system

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**Over 47 brands all available
from under one roof**

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and enhanced the quality of our packaging. We also welcomed back 7 members of staff to Godiva! So, many changes but one thing we have not changed for the last 20

years is our TRADE ONLY POLICY which means we still only sell to resellers and not the user. The orders we receive fund our next product line and not a new branch.



Tom Hamlett,
Managing Director at
GODIVA Bearings



Are there any new products in your portfolio? Can you refresh our mind with the main brands and products which are available at GODIVA stocks?

Ok where to begin!?! Of course, we are known for rod ends, cam followers, needles, and linear, but over the last 10 years we have added chain, belts, sprockets and pulleys, seals, circlips, snap rings, wavey washers, taper lock bushes, timing belts, chain tensioners, high temp bearings, pneumatics, adhesives and couplings! Over 47 brands all available from under one roof – 15 of them we are official sole agents for in the UK. The superior E type rod end from NMB is only available from Godiva as we are the Worldwide Agent. We also stock other brands in depth and due to our trade policy, we win orders that we aren't distributors for. This shows that the trade does not want to line the pockets of their competition!

As one of the larger stock holding companies, how important is export currently for GODIVA Bearings?

Export is always important as it gives us the chance to promote our goods to a worldwide audience. Our systems and procedures are set up in such a way that exporting to Europe and the rest of the World is extremely simple. Our systems have been automated in such a way that the delivering of goods is seamless and very rarely do our parcels get caught up in customs as our paperwork is spot on.



Did you experience any challenges in terms of business and logistics during the Brexit process? If yes, how did you overcome these?

Yes, there were challenges at this time but with the downturn due to Covid we were able to use the time to adapt our systems so that the challenges were overcome and indeed left us in a much better place. The rules of importing/exporting from Europe once again mean that small orders/shipments are really uneconomical to ship, especially with extra charges to incur. We have found that more and more customers are consolidating smaller orders into bigger shipments and due to our £11m stock holding we are well positioned to be able to offer. I think I can safely say that although we are through this period, we really don't want another "Brexit" and of course we definitely don't want another Covid.

What are GODIVA's plans for the coming years ahead? Are there any new projects in the pipeline?

We are always looking at the next product to add to our range as our customer base pretty much remains as is so in order for us to grow, we need to sell more products to our existing customers. Over the last 6 months we have been working exclusively with Carter Americas and NMB to supply E lined NMB rod ends into the American markets of INDY 500 and the NASCAR series.



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Our portal is set to have a major makeover in the next few months with some extremely exciting and ground breaking developments that really will be a game changer – watch this space.

And of course, Godiva wouldn't be Godiva unless we did all off this with a smile on our face!

GodivaMan is also set to return in the flesh in the coming months as a large number of our colleagues offer their time to volunteer at a local food bank!

More information about GODIVA Bearings can be found at www.godiva-bearings.co.uk

