SAFLI

SPECIALIST ASSEMBLY, FURNITURE LOGISTICS, INSTALLATION

RETAIL PARTNERSHIP GUIDE | 2026

Your brand.
Your customers.
Our delivery team.

A practical commercial guide to dependable two-person furniture delivery, room-of-choice services, assembly, returns and flexible route support for furniture retailers and manufacturers.

RETAILERS • MANUFACTURERS • E-COMMERCE • DISTRIBUTION TEAMS

From a single trial delivery to regular subcontracted routes, discover a workable partnership with SAFLI Ltd.

01 / WHY PARTNER

Delivery is part of your retail promise.

Customers experience your brand all the way to the final handover. SAFLI helps furniture businesses extend the same care beyond the showroom, checkout and warehouse.

A COMMERCIAL DELIVERY PARTNER - NOT JUST A VAN

Large furniture orders involve delivery expectations that standard parcel networks cannot always meet: two-person handling, careful access, customer communication, room placement and sometimes assembly. When those services are planned properly, they support the retailer's reputation and reduce avoidable exceptions.

Protect the customer experience

Agreed customer-facing standards, respectful conduct and a clear route for escalating problems.

Add operational flexibility

Discuss support for one-off orders, planned routes, peak demand, geographic gaps and temporary capacity.

Handle more demanding products

Scope large, awkward or fragile items around dimensions, access, staffing and suitable equipment.

Start without overcommitting

Agree a limited paid pilot, review the result and expand only when the operation works for both parties.

IDEAL PARTNERS

- Independent furniture stores, multi-site retailers and showroom groups.
- Online furniture and mattress brands, manufacturers and wholesalers.
- Distribution centres, warehouse managers and third-party logistics operators.
- Retailers selling selected bulky household appliances alongside furniture.

One delivery can prove the fit. A successful repeatable process can become an ongoing retail partnership.

02 / SERVICES

The delivery services you can build around.

Choose only the components you need. Each service level is agreed before dispatch so the customer knows what to expect and your team knows what is included.

Two-person doorstep delivery

Scheduled handling and delivery of suitable bulky orders with an agreed final drop point.

Room-of-choice delivery

Careful movement to a nominated room where dimensions, access and safe handling permit.

Furniture assembly

Agreed assembly of suitable beds, tables, wardrobes and other products within the crew's confirmed scope.

Packaging and finishing

Agreed packaging handling, item positioning and completion checks; waste take-away only if explicitly included.

Returns and exchanges

Customer collection, refused goods recovery, agreed exchanges and warehouse return procedures.

Trade and showroom delivery

Planned collections and deliveries between warehouses, retail locations and commercial premises.

Multi-drop delivery routes

Regular scheduled rounds or selected overflow stops within agreed operating areas.

Appliance delivery support

Two-person handling and positioning of suitable large appliances; regulated connections are not presumed included.

Every job brief should identify the product, service tier, delivery point, access notes, assembly requirements and completion evidence.

03 / THE CUSTOMER JOURNEY

From warehouse release to room placement.

Our proposed workflow gives retailers a practical way to specify work and keep everyone informed across the last mile.

01 BRIEF & CONFIRM

Your team shares the item list, dimensions and weights where available, postcodes, delivery service tier, route timing, access notes and any special instructions. We confirm the agreed scope and feasibility.

02 WAREHOUSE COLLECTION

The route team follows site check-in, loading, item identification and collection procedures agreed with your warehouse. Visible discrepancies and pre-existing damage are escalated using the agreed process.

03 TRANSPORT & CUSTOMER ARRIVAL

Goods are handled and secured appropriately for the journey. Customer updates, arrival windows and delivery contact procedures are agreed with the retailer or logistics manager.

04 DELIVERY & COMPLETION

The crew completes the defined service, from delivery point through to room of choice or agreed assembly, subject to safe access. Completion and exceptions are captured in the format required by the client.

05 AFTERCARE & EXCEPTIONS

Failed attempts, missing items, access issues and damage allegations are promptly escalated for agreed next steps. Returns or redeliveries are managed only on approved instructions.

> **We can align customer-facing communication and proof-of-delivery procedures with your own systems, subject to onboarding and agreement.**

04 / TWO-PERSON CREWS

A service designed for the demanding final mile.

A two-person delivery should add more than an extra pair of hands. Preparation, coordinated handling and customer care are central to the service.

WHAT A WELL-SCOPED DELIVERY INCLUDES

- Confirm the right crew and appropriate vehicle for the agreed load and route.
- Review the product size, weight, packaging and handling instructions.
- Assess known access details, including parking, lifts, stairs and narrow entrances.
- Use appropriate manual-handling techniques and available protective equipment.
- Handle goods carefully and avoid unsafe lifting or improvised manoeuvres.
- Position the item as agreed, report issues and record completion.

WHEN ACCESS IS MORE COMPLEX

Upper-floor apartments, awkward staircases, restricted parking, heavy items and long carry distances may require additional information, equipment, people or a revised quotation. Work proceeds only where the task is safe and commercially agreed.

Large upholstery

Sofas, corner units, recliners and armchairs requiring coordinated movement.

Bedroom orders

Beds, mattresses, wardrobes, cabinets and larger bedroom packages.

Dining & living

Tables, dining sets, sideboards and suitable large assembled pieces.

Special requirements

Fragile, unusually heavy or difficult-access products reviewed before acceptance.

Safety and suitability come before an unrealistic promise to complete every delivery regardless of access.

05 / ROOM OF CHOICE

Beyond the front door.

Room-of-choice delivery can be a meaningful upgrade for customers buying furniture that is difficult to move independently.

THE SERVICE LEVEL

Where included, the crew carries agreed items to the customer’s nominated room and places them according to safe, practical instructions. This may include upper-floor rooms where the route, property layout and item dimensions permit.

WHAT RETAILERS SHOULD CONFIRM

- Which items are eligible for the room-of-choice service.
- The property type, floor level, lift availability and stair restrictions.
- Product packaging and dimensions relative to doorways and internal routes.
- Any fragile floors, delicate access points or specialist protection needs.
- Customer obligations to provide clear access and a safe working area.

WHAT IS NOT AUTOMATIC

Removal of doors, hoisting, lifting through windows, building alterations, additional carrying crews, disposal of packaging and specialist installation are not assumed. These require a separate assessment and written agreement.

> **A clear service definition reduces delivery disputes and helps the customer know exactly what has been purchased.**

06 / ASSEMBLY

Furniture assembly and installation support.

For eligible products, adding assembly can turn a delivery into a more complete retail customer service. The installation scope must match the product, crew competence and client instructions.

ASSEMBLY TASKS TO DISCUSS

- Assembly of suitable bed frames and bedroom furniture.
- Tables, dining furniture and selected flat-pack or modular items.
- Positioning, adjustment and basic completion checks under supplied instructions.
- Keeping fittings and components together and noting missing or damaged parts.
- Documenting completed work and notifying your team of product issues.

CLEAR BOUNDARIES

Wall fixings, complex fitted furniture, plumbing, electrical or gas connections, structural work and tasks requiring regulated qualifications are not included unless separately evaluated and expressly agreed with suitably competent personnel.

Delivery + positioning

The customer receives the item in its agreed final location.

Delivery + assembly

A defined assembly task is added to the route plan and priced accordingly.

Dedicated assembly visits

Separate installation-only or return-to-site work can be assessed.

Problem resolution

Missing parts, unsuitable rooms and unsafe conditions are escalated for instructions.

Send product manuals and service requirements in advance. Assembly time changes route productivity and must be included in planning.

07 / WAREHOUSES

Built to work with warehouse and dispatch teams.

We recognise the importance of a smooth handover at depot. Your warehouse team needs collection partners who understand loading rules and the discipline of a scheduled route.

A PRACTICAL COLLECTION BRIEF

- Depot address, collection bay, access restrictions and operating hours.
- Loading cut-off, check-in requirements and named warehouse contact.
- Manifest, order references, scan labels and collection confirmation process.
- Item dimensions, weights, packaging, handling notes and stacking constraints.
- Instructions for shortages, damaged packaging or unready orders.
- Return logistics, end-of-route handback and paperwork requirements.

WORKING WITH EXISTING DELIVERY NETWORKS

SAFLI can be assessed for selected postcode areas, a dedicated route, overflow volume, missed-capacity recovery or individual deliveries. We do not require a retailer to replace an existing transport operation.

Warehouse managers

Reliable check-in, order accountability and sensible route timing.

Transport planners

Defined areas, stop mix, planning assumptions and exception visibility.

Customer services

Prompt escalation of delivery issues and agreed customer communications.

Procurement teams

Clear scope, documentation, agreed rates and measurable service expectations.

Share a typical dispatch manifest. We can use it to discuss capacity, route fit and a practical trial proposal.

08 / ROUTE CAPACITY

Flexible support when your own network is stretched.

SAFLI is open to discussing different operating models, subject to crew, vehicle and schedule availability. The right contract should fit your delivery pattern and be commercially sustainable.

Single delivery / ad-hoc

Cover a specific order, exceptional postcode or specialist delivery requirement.

Paid pilot route

Test a defined small route with mutually agreed standards and review criteria.

Peak or temporary cover

Discuss seasonal uplift, absence cover, launch periods and warehouse backlogs.

Recurring subcontracted rounds

Regular weekly, multi-drop or fixed-area routes where demand is predictable.

Dedicated crew / vehicle

Explore a planned shift, day-rate or dedicated service specification.

Regional expansion

Discuss additional Midlands coverage or wider UK journeys as capacity allows.

HOW WE ASSESS FIT

- Operating area, depot location and travel pattern.
- Expected number of stops, delivery density and time windows.
- Product mix, cubic capacity, weight and manual-handling profile.
- Service extras such as stairs, assembly, returns or packaging take-away.
- Customer communications, proof-of-delivery and reporting requirements.

Need cover for tomorrow, a retail promotion or a recurring round? Contact us with the dates and route details so availability can be assessed.

09 / PROTECTING YOUR BRAND

Your reputation remains visible at the doorstep.

For a furniture business, a delivery partner becomes part of the customer journey. We approach this with careful handling, clear instructions and a process for reporting when things do not go to plan.

CUSTOMER-FACING PRINCIPLES

- Courteous, professional communication and a respectful approach in homes.
- Following the agreed service specification rather than making unsupported promises.
- Escalating delays, failed access and issues with item condition.
- Handling personal data only for authorised delivery purposes.
- Following site and customer instructions where safe and reasonable.
- Accurate proof of delivery and exception evidence where agreed.

HOW PERFORMANCE CAN BE MEASURED

Delivery completion

Completed versus failed or partially completed stops.

Customer experience

Customer feedback, service escalations and complaints themes.

On-time service

Adherence to agreed delivery windows and delay reporting.

Damage / incident protocol

Timely notification, supporting records and consistent investigation.

UNDER YOUR BRAND OR OURS?

We can discuss how customer communication, dress, documentation and service reporting should represent your business. Branding or white-label arrangements must be agreed in advance and reflected in the operating instructions.

> **A defined trial scorecard helps both sides judge the service on evidence, not assumptions.**

10 / RETURNS & EXCEPTIONS

Returns, exchanges and the issues between.

The successful delivery network must also have a clear answer when the customer refuses a product, an item is damaged or an order cannot be completed.

RETURN AND RECOVERY WORK

- Scheduled customer returns and collection of suitable furniture products.
- Exchanges and collection of replaced goods when expressly included.
- Failed-delivery recovery and rescheduling under retailer instructions.
- Collection notes, item-condition records and agreed warehouse handback.
- Reporting packaging condition, missing parts or visible defects.

WHERE RESPONSIBILITY IS AGREED

An effective process should define who authorises redelivery, how condition evidence is recorded, where goods are returned, how storage and waiting time are handled, and what happens when delivery instructions differ from the manifest.

CLAIMS AND DAMAGE CONCERNS

Any alleged damage should be reported promptly and supported by relevant evidence. Liability, notice periods, exclusions and any insurance response are determined by the agreed contract, applicable law and the actual policies in force - not by a generic brochure claim.

> **A documented exceptions process protects your customer, your team and the delivery partner.**

11 / COMMERCIAL FRAMEWORK

A transparent approach to price and service.

Furniture delivery costs depend on the workload, route profile and what the customer is promised. We prepare commercial proposals around real operating requirements rather than an unsupported headline rate.

PRICING MODELS FOR DISCUSSION

Per-stop / per-delivery

For consistent product and service tiers with predictable stop characteristics.

Per-route / multi-drop

For a defined collection point, geography, route duration and expected drops.

Crew and vehicle day-rate

For planned temporary coverage or dedicated daily capacity.

Recurring service agreement

For an agreed ongoing volume, route pattern and contract structure.

THE QUOTATION SHOULD DEFINE

- Included crew, vehicle, depot, delivery area and expected route duration.
- Standard service level, assembly allowance and exclusions.
- Volume, dimensions, weight, parking, stairs and access assumptions.
- Failed delivery, redelivery, waiting time and return collection rules.
- Invoice cycle, payment terms, amendments and cancellation arrangements.
- Insurance responsibilities, applicable documents and service standards.

COMPLIANCE AND COVER

Before the first live job, the parties should review applicable motor, public liability, employers' liability and goods-related insurance where required, along with relevant evidence, policy limits, exclusions and contractual obligations. Specific cover is not asserted by this guide and is subject to verification.

We welcome a clear specification and commercial discussion. No route or service is accepted until availability, scope and pricing are confirmed.

12 / PROCUREMENT FAQS

Questions retailers ask before a new partnership.

Answers designed for retail operations, warehouse teams, transport planners and supplier onboarding.

Can we test SAFLI before awarding regular routes?

Yes. We welcome a defined paid trial delivery or route. We agree objectives, service level, price and feedback arrangements before the pilot.

Can SAFLI work alongside our existing carriers?

Yes. A potential partnership can focus on overflow, difficult items, selected delivery areas or assembly-led work without replacing your current network.

Can you deliver to a customer’s chosen room?

Where included and assessed safe, room-of-choice placement can be part of the service. Product size, stairs, access and additional assistance should be confirmed beforehand.

Can your team assemble furniture?

Suitable product assembly can be discussed as a defined additional service. Specialist connections and regulated works require a separate assessment and appropriate competence.

Do you cover urgent work and permanent routes?

We can assess short-notice needs, temporary cover and regular ongoing subcontracted arrangements. Actual availability depends on route, crew and vehicle commitments.

What if a delivery fails or a customer reports damage?

We agree exception reporting, proof-of-delivery and claims procedures in advance. Responsibility is handled under the signed contract and applicable insurance terms.

What do you need to provide a reliable quote?

The depot location, sample manifest, delivery postcodes, product types, service level, expected volumes, access requirements and desired start date are the best starting point.

13 / START A PARTNERSHIP

Let us show you what SAFLI can do.

If you manage a furniture brand, retail delivery operation, dispatch warehouse or outsourced logistics programme, we would welcome the chance to earn a place in your delivery network.

FOUR SIMPLE STEPS

01 Send us the requirement

Share your depot, delivery area, product types, volume and the service customers expect.

02 Agree the commercial scope

Review the proposed crew, route timing, service boundaries, pricing and onboarding requirements.

03 Run a paid trial

Test one delivery, selected stops or a trial route against agreed standards.

04 Discuss ongoing support

If the model works, consider temporary cover, regular rounds or a longer-term partnership.

LET'S DISCUSS YOUR NEXT DELIVERY REQUIREMENT

We welcome enquiries for trial routes, urgent overflow, seasonal delivery cover, furniture assembly support, multi-drop programmes and regular subcontracted partnerships.

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Partner with SAFLI - send us your route brief or request an introductory conversation.

SAFLI Ltd | Specialist Assembly, Furniture Logistics & Installation. This guide describes services available for discussion. It is not a binding offer or evidence of insurance, fleet availability, accreditation or acceptance of a particular delivery instruction. All work is subject to feasibility, agreed scope, suitable documentation and written commercial terms.