

# RDTs

## What is an RDT?

Every retailer should have an RDT (Required Delivery Time) with their supplying wholesaler. This is the time that the wholesaler aims to supply their early morning delivery of newspapers each morning. When agreeing an RDT a number of factors are taken into consideration, such as the time the wholesaler receives the newspaper supplies from the publishers print sites - this should be within the Wholesale Cut off time, however, print and distribution consolidation between publishers has led to a noticeable increase in the number of bunching experiences at the wholesaler; bunching is where the majority or in some cases all titles arrive in a very short time frame from cut off.

This has led to more and more examples of wholesalers missing retailers' RDT. Subsequently, many retailers (particularly HND retailers) are requesting through their wholesaler to change their RDT or deliver earlier to enable them to fulfil their HND in good time.

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Opening time and whether a Home News Delivery service is offered by the retailer, as well as distance from the wholesale depot will all need to be taken into account by the wholesaler before setting and agreeing an RDT. Should an RDT not be agreed between the retailer and wholesaler an SDT (Scheduled Delivery Time) will be imposed.

## What are the pitfalls of RDTs?

- » RDT achievement is dependent on publisher delivery into wholesalers.
- » Whilst there is a measure in place, the industry recognises that at least 10% of RDTs will be missed each and every day; the NFRN find this unacceptable.
- » RDTs were introduced into the business in the late 1990s, the industry has changed substantially since then, and many may, therefore, be out of date for today's commercial needs.
- » Wholesalers can be reluctant to share RDTs with retailers, leaving them in the dark as to what time they should expect their delivery.

## Why are RDTs important?

- » It is a period when you and your wholesaler should work closely to meet the business' needs.
- » Without a set RDT time there is no measure on how the wholesaler is performing when it comes to timely delivery.
- » On time delivery to your shop enhances customer sales and provides a better platform to promote newspapers & magazines (if you have not got them you cannot sell them).
- » Home News Delivery is better supported by enabling you to offer a good reliable service to your customers.

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### Support Available

If you have any queries with your RDT time or do not feel the wholesaler is delivering in the correct order and you wish to discuss it, please contact **NFRN Connect** on **0800-121-6376** who will offer further advice/ assistance.

## How to change your RDT?

To change your RDT you need to contact your local wholesaler, and request from them an RDT Change form, (Menzies only, Smiths just require a letter). Once received complete the form clearly and explain the reason why you are requesting a new RDT. Once completed return the form back to the wholesaler preferably via recorded delivery, (keep a copy for your records). Your wholesaler should respond within 14 days and write to you with their decision and reasons explaining it.

There is no guarantee that your wholesaler will be able to change your RDT; if this is not achievable you should have an SDT set (Scheduled Delivery time). This is the time by which the wholesaler is able to deliver to you based on current arrival times to them, this will mean that your wholesaler will under best endeavours try to deliver to you as close to your required time as possible. They are supposed to review this at regular intervals to try and agree an RDT in future.

Don't be afraid to review your RDT when you need to - for many years the NFRN have been part of Industry discussions to ensure that fair play takes place.

NFRN Connect: 0800-121-6376 (UK)  
01-453-5822 (ROI)  
NFRNOnline.com



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