CASE STUDY

Consumer product company leans on Kanban for **multi-channel fulfillment**

KANBAN
L O G I S T I C S

SITUATION

A major consumer product company sells designer insulated lunch bags online, on QVC, and through select store locations. The company needed a fulfillment partner that could assist with all its fulfillment requirements, plus processing of returns. Based on a recommendation from its major customer, QVC, the company selected Kanban Logistics to handle national fulfillment.

STRATEGY

Turnkey pick/pack/ship solution allows customer to focus on sales growth. Kanban handles national distribution of all online orders for a complete fulfillment outsourcing solution – from picking to packing to management of shipments by major parcel carriers.

Online visibility allows close control of inventory. The customer leverages Kanban's 24/7 online portal to manage inventory in real time.

Rapid repackaging solutions support QVC sales. On occasion, product requires rework before being shipped to QVC to meet air dates. Kanban provides packaging recommendations and execution of all repackaging work to meet aggressive deadlines. Last minute responses are aided by the fact that Kanban is located adjacent to QVC's largest distribution center.

Flexible terms keep costs in check as volume fluctuates. Products sales spike during certain seasons and flatten in others. Kanban offers flexible terms for storage and labor that enable this customer's logistics costs to be a predictable percent of its revenue each month.

Returns processing gets good product back in circulation faster. Kanban receives consumer returns, inspects and classifies the products, then segregates them based on the customer's disposition rules. Kanban repackages saleable items and puts them back into inventory.

JUST IN TIME **SOLUTIONS**

SUCCESS

"Kanban is a one-stop shop for us. They are able to meet all our fulfillment needs at the right price."

KANBAN LOGISTICS

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