

Dry, Inc. Case Study Value-Added Distribution Services

ASW Global provides Fulfillment Services and meets the client's distribution requirements.



Client:
Dry, Inc.

Location:
Portland, Oregon

Industry:
Broad Consumer Market

Business Challenge:
New Product Launch

Solution:
Use Lean Principles to Design Fulfillment Process

Benefit:

- Coordinated multiple suppliers
- Set up one quality system
- Managed total process

Customer Background:

Dry, Inc. used its core competency in apparel technology to successfully launch a new product, WOOLITE® Dry Cleaner's Secret®. The cleaning cloths are available to consumers and help to freshen clothing and remove small spots at a fraction of the cost of professional dry cleaning. The launch of this product was all the more successful because Dry, Inc. teamed up with Reckitt Benckiser to license the Woolite® brand as part of the product offering. The products are sold in a variety of grocery, drug and mass merchant stores across the U.S and Canada.

"The Woolmark Company, owner of the world famous Woolite® and the world's leading wool textile organization, endorses the WOOLITE® Dry Cleaner's Secret® process and at home dry cleaning product for refreshing garments safely at home. "We've found this at home dry cleaning product is one of the gentlest ways to care for wool garments and endorse this brand in between dry cleanings", said Carl Brescia, Vice President Sales for The Woolmark Company.

Dry, Inc. also introduced a high tech laundry detergent named "ProWash™ Activewear Detergent"; this product is designed to "target perspiration and odor molecules in the wicking of garment which ordinary detergents cover with perfume.

This innovation actually removes odor molecules and detergent residues left by ordinary detergents." These two products are packaged in various configurations from a single pack to a multiple packed box set.

Business Challenge:

Dry, Inc. is successful in distributing its products nationally to retailers and to consumers online. It was confronted by various hurdles when managing special projects requiring one source to oversee logistical matters such as kitting, packaging, storing, distributing and inventory management. Dry, Inc. emphasized that access to real time inventory was crucial.

A central single source solution was invaluable. The company's resources and business partners were located in different parts of the U.S. ASW had the role of coordinating Dry, Inc.'s management, manufacturing locations, and product warehousing in multiple geographic locations. Without central coordination Dry, Inc. would lose its strategic advantages.

Dry, Inc. concluded it wanted a partner who would "consolidate & enhance" its supply chain process: from product storage, strategic packaging, consumer fulfillment and inventory management - through to delivery.

Solution:

Dry, Inc.'s Director of Manufacturing conducted an extensive assessment and tour of multiple facilities and interviewed numerous organizations to understand the inner workings of their organizations. The Director had specific criteria that she defined as a "good match".

ASW Global offered the best solution to Dry, Inc. through its Akron-based division, located at ASW Supply Chain Services. The facility is ISO certified and the management team understood the distinctive services that Dry, Inc. required. ASW offered:

- Strategic location
- Expertise in managing various types of inventory
- Ability to provide customized solutions
- Online inventory capabilities
- Proximity to the manufacturer
- Management of inbound & outbound transportation

- High Performance call center and customer service
- Special Project Packaging services to retail clients in a timely manner.

Key Benefits:

As Dry, Inc.'s strategic partner, ASW Global enabled Dry, Inc. to have complete inventory visibility online, secure 24/7. This capability was essential to provide the company opportunity to make informed, concise decisions regarding distribution for specific marketing efforts.

The results speak for themselves with the benefits adding up exponentially:

- **Consolidation of all production and special project products** – This provides cost containment, the ability to manage products, and professional experience support.
- **Inbound and Outbound Transportation**– Client is able to leverage ASW's discounts

and experience in distribution to reduce expense, increase visibility and delivery.

- **Dedicated support personnel to manage all aspect of the supply chain cycle** – A dedicated representative is able to identify issues and opportunities for improvement and catch quality or inventory levels immediately.
- **Online Consumer distribution support** – Flexibility is built into the system. Client orders are batched weekly for shipment. Pre-built kits increase delivery cycles, improve customer experience, increase sales.

Summary:

Dry, Inc. and ASW Global are now strategic partners with ASW committed to manage its entire Supply Chain process for all of North America and Canada, from base production materials to finished packaged goods.

About Dry, Inc.

Dry, Inc. is based in Portland, Oregon. Dry Cleaner's Secret® has sold more than 40 million cleaning packets and was developed by a master dry cleaner. For more information, visit <http://www.drycleanerssecret.com>

Woolite® Fabric Wash has been protecting clothes from shrinking, stretching and fading since 1952. For more information on the Woolite® brand visit www.woolite.com

About ASW Global

ASW Global, headquartered in Akron, OH, is a full-service **supply chain management** company. We are one of the largest **minority owned** companies in Northeast Ohio serving a national and international client base. As a full service supply chain management company, we develop custom solutions for every opportunity which brings unprecedented levels of supply chain value to our clients. For more information on all of our solutions, please contact Darryl Hunt at 888-363-8492 or dhunt@aswglobal.com. To learn more about ASW Global please visit our web site at www.aswglobal.com.

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