

## Case Study

# U.S. Distribution Center For Industrial Lights



ASW Global serves as the **only distribution center for the U.S. market.**

### Client:

Nordic Lights

### Location:

Jakobstad Finland

### Industry:

High End Industrial Lights

### Business Challenge:

Increasing Sales  
Managing U.S. Distribution

### Solution:

Operate Distributor's back office  
Handle Outbound Transportation

### Benefit:

- Increase time and attention on sales
- Eliminate need for duplicate functions
- Allows Customer and Customer Service Rep in direct contact

### Customer Background:

Nordic Lights designs and manufactures LED, HID and Halogen work lights as well as innovative Xenon Driving Lights. These are specialty, high end lights designed to meet the most challenging conditions such as mining, off road machines, agriculture, forklifts, forestry and other heavy industry vehicles. They are made to ensure that darkness, vibration, shock, dust and humidity will not decrease visibility.

### Business Challenge:

The U.S. distributor needed to focus on launching an aggressive sales plan while simultaneously setting up warehouse and distribution services.

### Solution:

In 2008 ASW set up a single source full service solution that has grown with market sales, and in 2012 remains the only U.S. Distribution center.

### Execution:

ASW set up an operation that in effect would consolidate all supply chain functions: from product storage, custom packaging, order fulfillment and inventory management and delivery.

- ASW Global dedicated a secure, area for warehouse storage within the fulfillment center.
- ASW then set up and trained a dedicated team to serve as the call center, taking and handling all customer orders whether placed directly by customer or by distributor.
- The ASW fulfillment solution pro-

vides for both individual item picking as well as case picking; and furnishing tracking information to the client.

- ASW Transportation facilitates the outbound transportation services.

### Why ASW:

ASW Global offered a complete solution through its Akron-based shared services facility. Nordic Lights and the U.S. distributor now operates in a facility that is ISO certified with a management team that understands the need for a competitive advantage such as:

- Strategic location
- Customized program
- Online inventory capabilities
- Management of inbound & outbound transportation
- High Performance call center

### Key Benefits:

The distributor is able to manage his national sales operation, grow sales and have his entire back office managed professionally

### Summary:

Nordic Lights' president joined the U.S. distributor on a recent tour of the facility. As the relationship grows the ability to identify new solutions grows. After a briefing on changes in

### 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 Nick Mihiylov, Sr. Vice President, Business Development or nmihiylov@aswglobal.com. To learn more about ASW Global please visit our web site at [www.aswglobal.com](http://www.aswglobal.com).