

ASW Global launches U.S. distributor's retail distribution.



Client:
U.S. Distributor for
One With Nature

Location:
Beachwood, Ohio

Industry:
Skin Care Products

Business Challenge:
Launching retail distribution once
U.S. rights finalized.

Solution:
Full Service Retail Distribution

- Benefit:**
- Consolidate all product distribution
 - Access to appealing store ready displays
 - Improve retail interface
 - Eliminate need for duplicate

Thanks so much for your terrific attention to detail! I am not used to it.

Jill Steinbuch
One With Nature

Customer Background:

One With Nature designs, develops and manufactures skin care products in harmony with nature and customer's needs. Produced in Jordan using mud and salt from the Dead Sea, these products appeal to a discerning consumer base because the products are 100% natural. Retailers who carry this product have high expectations on packaging, delivery and service.

Business Challenge:

The distributor who was awarded the U.S. rights to distribution had product stored in another city and state with a different provider. However, the provider was not able to satisfactorily design a complete retail distribution plan nor was the distributor able to scale the solution to match the client's growth.

Solution Execution:

The Client heard about and suggested that the manager call us for an exploratory conversation. After an in-depth review, ASW designed and implemented a plan for retail distribution that includes:

- Moving the original inventory to the ASW shared service facility in Ohio
- Developing store ready pallets
- Building store displays
- Handling all inbound inventory
- Establishing a process for retail fulfillment
- Kitting products into sets for display and for sale
- Brokering transportation services to give the client best value

Why ASW:

ASW Global offered a complete solution at its ISO certified facility. The client was looking for ASW's expertise such as:

- 25+ years of experience handling name brand products at Fortune 1 distribution center
- Strategic location with access to 60% of the U.S. market in one day delivery
- Customized program
- Online inventory capabilities
- High Performance call center

Key Benefits:

- The client focuses on the sales program and is able to manage his entire U.S. distribution from a single location.
- Client is able to serve both Retailers and its Distributors through one solution and track inventory levels
- ASW packs shipper displays.
- Merchandise arrives at the retailer ready for sale whether it is cartons, displays, or product sets.

Summary:

ASW is able to provide the client's customers the services they both need. ASW achieves this because of its expertise in high volume retail cross docking along with its 30+ years expertise in handling premium products appealing to niche markets.

Note: ASW distributes to Sam's Club, Target, Costco, Whole Foods and other major retailers and specialty stores. Contact us to help you take your prod-

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.