



CPG Case Study

Retail Distribution Channels

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



Client:

One With Nature

Location:

Canyon Lake, TX

Industry:

Soap and Skin Care Products

Business Challenge:

Growing retail distribution in the U.S.

Solution:

Full-service retail distribution

Benefit:

- Consolidation of all product distribution
- Appealing store-ready displays
- Improved retail interface
- Elimination of need for duplicate services to retailers and distributors

Customer Background:

One With Nature designs, develops, and manufactures soap and skin care products in harmony with nature and customers' needs. Soaps are 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 regarding packaging, delivery, and service.

Business Challenge:

The client's distribution partner in the U.S. 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 called ASW for an exploratory conversation. After an in-depth review, we designed and implemented a plan for retail distribution that included:

- Moving the original inventory to the ASW shared services 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 the best value

Why ASW:

ASW Global offered a complete solution at its distribution facility. The client was looking for a partner with ASW's level of experience, such as:

- 35+ years of fulfillment experience distributing brand name products
- Strategic location with access to 60% of the U.S. market within one-day delivery
- Customized program offerings
- Online inventory capabilities
- High-performance call center

Key Benefits:

- The client can focus on the sales program and is able to manage its entire U.S. distribution from a single location
- Client is able to serve retailers, e-tailers, and distributors through one solution
- Client can track inventory levels
- ASW packs shipper displays
- Merchandise (whether it is cartons, displays, or product sets) arrives at the retailer ready for sale,

Summary:

ASW is able to provide the client's customers the services they need. ASW achieves this due to its expertise in high-volume retail cross docking, along with its 35+ years expertise in handling premium products appealing to niche markets.

Contact ASW to learn more about our fulfillment and distribution services for the CPG industry.

"With ASW, we have created a more cost effective, efficient process that delivers consistent, high quality service to all retail distribution channels. We are looking forward to many more years of working together!"

- Hollis Henning, Operations Manager, One with Nature

ASW Global, headquartered in Akron, OH, is a full-service supply chain management company, serving a national and international client base. As a full-service 3PL, we develop custom solutions that bring unprecedented levels of supply chain value to our clients. For more information on all of our solutions, please contact Paul Nonno, VP General Manager, ASW Supply Chain Services (pnonno@aswglobal.com). To learn more about ASW Global, please visit our website at www.aswglobal.com or call 888-826-5087.