

## RETAIL SOLUTIONS



### Client Requirements

Achieve better organization of supply chain to efficiently manage freight from multiple vendors spread across North America, while navigating an uncertain construction schedule for new store openings.

### Solution

Lynden's experts worked closely with the client's vendors to analyze and understand product shipping requirements, while deploying our Dynamic Routing system to allow transit flexibility and balance between speed and cost.

### Results

Lynden achieves a 99.5% on-time rate for our client, which allows precise scheduling of contractors and work crews for new store openings.

In today's competitive "speed to market" environment Lynden Logistics works with retail clients to design innovative service solutions that gets product to consumers when, and where, it needs to be. Whether customers ship inventory or store fixtures, we can deliver complete supply chain services for the retail industry. One of our clients, in fact, has built phenomenal success in its specialty retail sector, where new store openings, remodels and resets are a key to its sustained growth. This client relies on precision delivery of fixture freight to keep store openings and projects on track. But with several stores opening in a variety of offshore markets, managing freight from multiple fixture vendors spread across North America, along with uncertain construction schedules, proved difficult. They needed a smarter, more efficient way to organize their supply chain.

Our client began working with Lynden because we demonstrated a thorough knowledge of the retail industry and flexibility to overcome their operational challenges. We worked hand in hand with our client's manufacturers to gain a detailed understanding of their transportation requirements and heighten all parties' awareness of proper packaging and protection of product. Keeping an eye on the bottom line, Lynden deployed a multi-modal approach using our Dynamic Routing system to capture transportation savings *and* navigate the challenges of fixture buildup delays and changing construction schedules. Shipping instructions were individually customized per manufacturer and issued to source load freight at origin on "thru-equipment" (no cross dock), which enabled cost effective, claims-free movement. Our client also benefits from a wide range of value-added services we provide, including coordination of product consolidation utilizing ocean and air freight, LTL shipping, and online tracking.

During this partnership, our client's fixture freight maintains a 99.5% on-time rate, and this reliability allows for precise scheduling of their contractors and work crews, helping to avoid store opening delays. We now also handle their regularly scheduled replenishment product.