

Seasonal Scalability Helps Diving Gear Company Fulfill Orders

Key Services

- › Warehousing and fulfillment
- › Transportation
- › E-commerce

Fast Facts

UP TO 100
containers annually

3,000
pallet positions

80 - 100
individual items

160,000
picked cases

Project Goal

Provide transportation services for inbound containers, then store and distribute the product to large retail distribution centers for a leading scuba diving gear and apparel company.

The Challenge

Building success for over 70 years, a leading diving gear and apparel company has always made their customers a top priority. When this company began looking for a 3PL solution partner to help manage seasonal orders from the east coast, its main concern was making sure customers received orders quickly and on time.

For this company, a leader in its industry, the busy season starts right after peak retail season. With this context in mind, it required a company that had the capacity in late winter to prepare for distributing shipments to big box retailers across the country in the early spring. The right 3PL partner needed the capability to flux with volume variances throughout the year and easily receive and send international shipments.

The Solution

Through utilization of one of our foreign trade-zone certified facilities, NXTPoint Logistics® was well positioned for this business. Our operations are built to be nimble to e-commerce and fulfillment projects, and to ensure there was no delay in order shipments, the team was able to leverage additional staff to support the scuba company's fulfillment orders during its busy season.

With full EDI integration, NXTPoint Logistics customized a schedule that reallocated and dedicated the appropriate trained and experienced staff. By utilizing this solution, NXTPoint Logistics processed 30 containers of product with additional UCC 128 compliant labeling for distribution to customers who are preparing for summer diving adventures.

NXTPoint Logistics was able to provide this quick, simple but robust 3PL solution to an industry leader through the work done to understand our client's specific needs, and the support of the infrastructure already in place to handle such project.